

BIRD NEPONSET REVIEW

VOL. 46 1958

AXEL H. ANDERSON

President

BIRD NEPONSET REVIEW

APRIL 1958



Established 1795
Bird & Son, inc.
East Walpole, Mass. U.S.A.

March 17, 1958

To all Bird & Son Employees and their Families:

I have said that I would briefly tell you of the condition of our business from time to time as it is the concern and interest of us all.

It cannot be repeated too often that we have no advantages in location or in access to raw materials.

It is necessary for us to make products desirable to our customers and to produce them as efficiently and as cheaply as possible to meet competition, if we are to survive.

As you know, fifty-two (52) per cent of all our earnings goes to the Federal government and eight (8) per cent more to state and local communities. With these taxes and the ever increasing costs it is impossible for us to have enough earnings to turn back into the business as we did in the past years when this Company was built up. Since we cannot get this capital through earnings we must continue to obtain it through borrowing which means, of course, that the money will have to be paid back with interest.

In our manufacturing, it is necessary to have efficient machines, properly maintained and improved by many new developments each year. It is also essential that everyone who is working with us try to do his best, in whatever capacity he serves. If this is not done, we all suffer.

You no doubt realize that this country as well as the world in general has gone into a recession. How deep and far this is to go no one can predict at present. We all know that our government is going to do everything in its power to check its extent.

This recession hits us all severely. Our executive organization is doing its part to stimulate business. Our sales forces are more busy than ever before trying to find new customers and to keep happy those we have now. We need the help of everyone to give them support by producing a quality product and insuring prompt delivery.

Last year's strike cost us much customer good will. It will take us a long time to build back their confidence in our Company. In addition to the recession, we are suffering from lack of orders due to this misfortune.

It has also been our aim to give everyone with us every opportunity reasonably possible for earnings. We have tried to give all those with us additional security. Our pension plan, hospital, disability and other benefits amount to a large sum over and above wages.

Summing it all up, we are going to have considerable difficulty in maintaining full-time operations for some time ahead.

We hope that the turn will come following the first quarter, which is disastrously unprofitable, and that we can look forward to full time. That, however, is in the lap of the gods.

We do know that we are exerting every effort within our power to maintain our working force. As far as sales are concerned, we are working to the highest degree of activity, realizing that without orders we are unable to operate.

Most companies are today taking a sharp look at their operating costs and finding ways to reduce them. We are no exception. We must do the same.

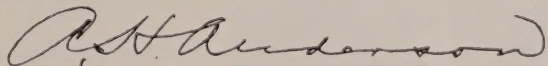
I have asked those in management to do everything within reason to reduce the operating costs of their departments. I hope that you will understand how necessary and important this is. It is what all of us do in our own households when our personal situations require it. I ask you to help your department foremen in any way you can--and there are many. Machinery, materials and time all cost money. A little saving by everyone can amount to a great deal in the long run.

The difficult period ahead is a time for intelligent cooperation on the part of everyone connected with this Company. What we all want is a profitable company that can provide job security.

Let's do the best we can to achieve this goal and let's do it together.

With very kindest regards.

Yours sincerely,

A handwritten signature in dark ink, appearing to read "R. H. Anderson". The signature is fluid and cursive, with a large initial "R" and a long, sweeping underline.

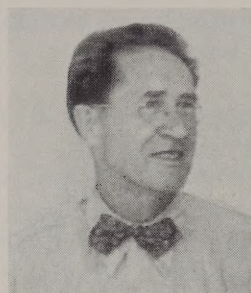
President

We Salute Our Retirees

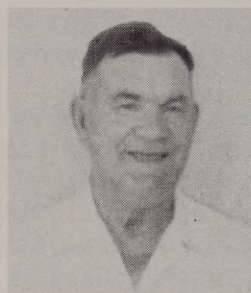
It is the practice (and pleasure) of the Review to honor the men and women of Bird & Son who have served their company and then retire. We therefore are listing and running pictures of all whose retirement has not been in the Review before.



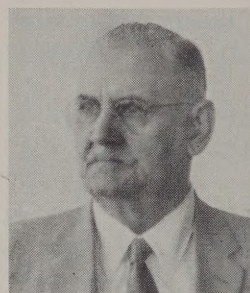
John Hurley



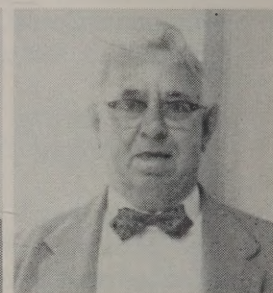
John Stupak



Felix Carlson



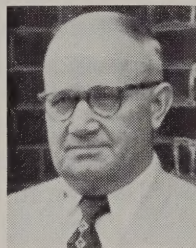
Wilfred Couture



Jeremiah Collins



Michael Sawkiewicz



Michael Uzdavinis

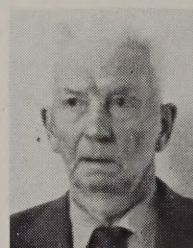
Retired June 30, 1957

Norwood Roofing

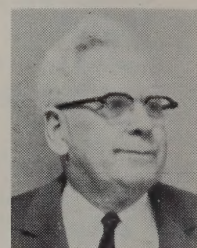
John D. Hurley. From Sept. 24, 1917.

John L. Stupak. From April 17, 1918.

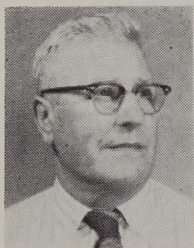
Felix Carlson. From Sept. 10, 1920.



Wilmer C. Wiggin



James J. Dowling



Alexander Palilunas



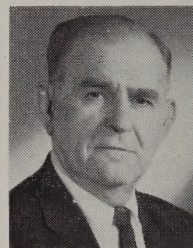
William V. Lewis

Phillipsdale

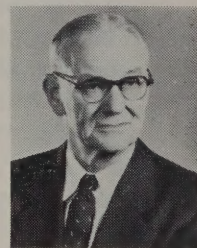
Wilfred Couture. From Aug. 6, 1923.

East Walpole Power Plant

Jeremiah Collins. From Aug. 29, 1921.



Ira C. Post



Claude A. Boiteau

Retired December 31, 1957

East Walpole Mills

PAPER MILL

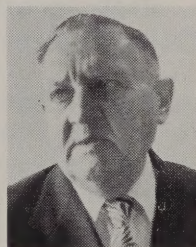
Michael Sawkiewicz. From Nov. 20, 1914.

Michael Uzdavinis. From Oct. 5, 1915.

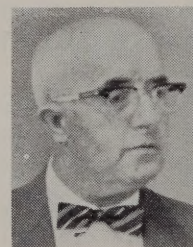
Alexander Palilunas. From Aug. 28, 1929. (Retired Oct. 31, 1957)



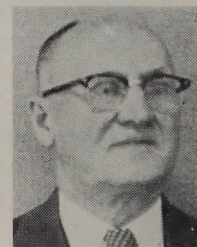
Martin Wallace



James Wilkes



Charles H. Seavey



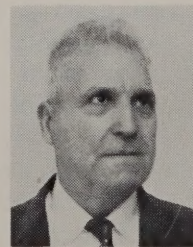
Stanley Wasiliauskas

MAINTENANCE

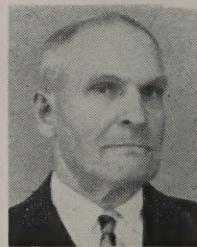
William V. Lewis. From Oct. 1, 1919.

POWER PLANT

Martin Wallace. From June 26, 1920.



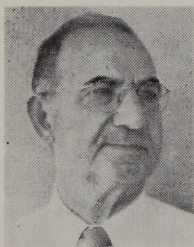
Giuseppe Serratore



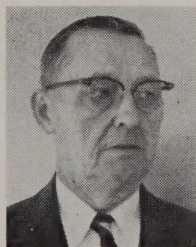
Leon Trakenivecus

FINISHING MILL

Lillian R. Jostin. From Aug. 17, 1942.



Vincent M. D'Espinosa



John Aidukonis

Retirees . . .

NO. 1 BOX SHOP

James Wilkes. From March 10, 1916.

Wilmer C. Wiggin. From Nov. 27, 1917. (Retired Nov. 30, 1957)

Vincent M. D'Espinosa. From June 23, 1920.

John Aidukonis. From April 17, 1923.

Main Office and Sales

James J. Dowling. From June 29, 1917.

Ira C. Post. From Jan. 1, 1924.

Claude A. Boiteau. From Jan. 15, 1930.

Norwood Roofing

Charles H. Seavey. From July 14, 1919.

Stanley Wasiliauskas. From April 12, 1926.

Giuseppe Serratore. From Oct. 13, 1926.

Leon Trakenivecus. From May 25, 1931.

Carl F. Hagblom. From March 19, 1934.

David H. Fleming. From March 30, 1934.

Floor Covering

William J. Colmer. From July 11, 1919.

Stephen Surkont. From May 7, 1920.

James W. Garner. From Oct. 15, 1923.

P. Antonio Cregnalo. From June 8, 1926.

Martin Green. From June 10, 1926.

Lauri Palonen. From Aug. 12, 1926.

James W. Porter. From Oct. 19, 1926.

Natale Cordo. From Sept. 17, 1929.

William T. Mingels. From July 31, 1933.

Nickola Stillitano. From Feb. 5, 1951.

Phillipsdale

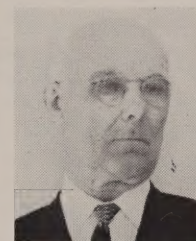
Patrick W. Clarkin. From Nov. 10, 1927.



Patrick W. Clarkin



Michael Presbitero



Martin Flaherty

Chicago Roofing

Michael Presbitero. From Dec. 21, 1942. (Retired Aug. 31, 1957)

Retired February 28, 1958

East Walpole, Paper Mill

Martin Flaherty. From May 9, 1918.

Main Office

Sabina R. Costello. From Sept. 8, 1925.

Berry Asphalt Co. of Arkansas Sold

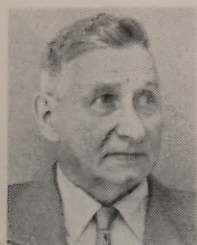
Good-By and Good Luck

ON the last day of the year 1957, Bird & Son, inc. sold The Berry Asphalt Company of Arkansas. This company had been a wholly owned subsidiary of Bird & Son, inc. for 22 years.

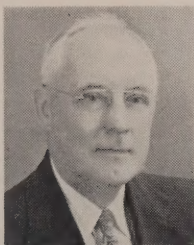
The sale included all properties of the company in Arkansas, including the Waterloo Refinery, the Stephens Refinery, Magnolia office and the oil fields or leases. The Memphis, Tennessee, location was also included.

On the new board of directors are outstanding and successful Arkansas business and professional men.

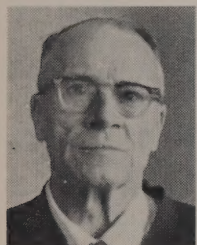
Many Bird & Son people who have enjoyed doing business with their friends in Arkansas will miss these contacts. To the new company and our friends in it we wish the best of success for the future.



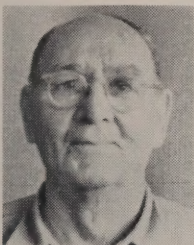
Carl F. Hagblom



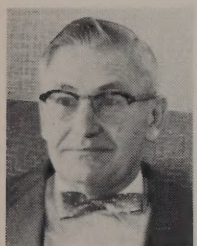
David H. Fleming



William J. Colmer



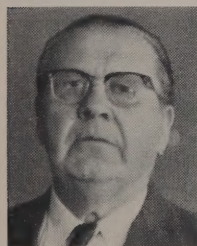
Stephen Surkont



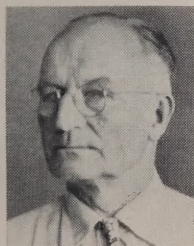
James W. Garner



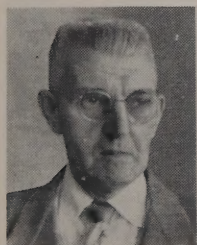
P. Antonio Cregnalo



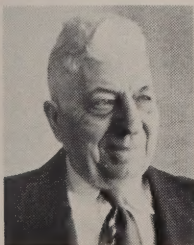
Martin Green



Lauri Palonen



James W. Porter



Natale Cordo



William T. Mingels



Nickola Stillitano

Recent

Appointments and Promotions



Nelson C. Bartlett

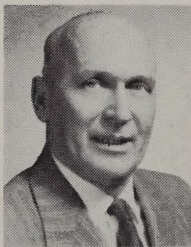


Paul DeChellis

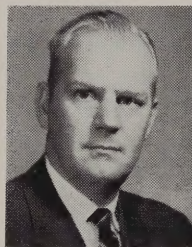
Nelson C. Bartlett, Plant Engineer, Norwood Roofing Plant
Paul DeChellis, Eastern Field Manager, Floor Covering Division
Thomas E. Downey, Sales Manager, Central District (Building Materials)
Guy R. Hoyt, Resident Foreman, Manchester, N.H., Carton Set-Up Station
Bertyl V. Johnson, General Manager, Industrial Division
George S. Johnson, Foreman, all printing, Floor Covering Plant
Arthur J. LeBlanc, Sales Manager, Floor Covering Division
Nicholas Radzwill, Foreman, Norwood Roofing Plant
Gustave Sacre, Cost Department Supervisor, Main Office
Joseph J. Smelstor, Jr., Foreman, No. 2 Box Shop
Stephen C. Traudt, Assistant Director of Industrial Engineering
Walter W. Wright, Western Field Manager, Floor Covering Division
Ernest J. Zitke, Project Engineer, Norwood Roofing Plant



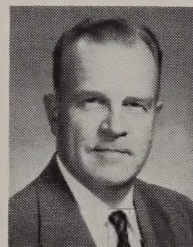
Thomas E. Downey



Guy R. Hoyt



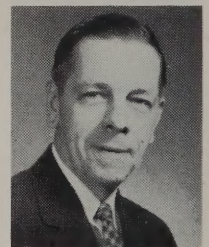
Bertyl V. Johnson



George S. Johnson



Arthur J. LeBlanc



Nicholas Radzwill



Gustave Sacre



Joseph J. Smelstor, Jr.



Stephen C. Traudt



Walter W. Wright



Ernest J. Zitke

New Industrial Division

To Market Products to Industry

AN entirely new division has been added at Bird & Son. It is the Industrial Division. Though its setup is different from the major divisions in that it does not handle production like the Paper and Pulp, Building Materials and Floor Covering Divisions, it too is a division in its own right.

Established in December, this new Industrial Division is being organized under General Manager Bertyl V. Johnson.

The Industrial Division is marketing for industrial use several products manufactured by other divisions. In the past, several of the products were handled through the Research Department, which created them. Included are Tie Pads, Tie Caulk and Tie Coatings, that is, the entire Tie Pads line; and Bird Film Applicators and Vacuum Plates, Rubberlike, Floor Patch, and Linoleum Tile for the trailer market and industrial use. Also, several new products which have passed the research and development stage will now be studied

and introduced by this new department at the proper time.

The Division's Who's Who

Bertyl V. "Bert" Johnson, division manager, joined Bird & Son 10 years ago in Floor Covering sales. He was made New England field manager for Floor Covering in 1952 and in 1954 was named sales development manager.

A. A. "Al" Cross continues in charge of sales of Tie Pads and related products. In addition to James A. Holmes, Tie Pad salesman, Robert Carpenter has just been added to the sales staff. Two other new salesmen have recently also joined the Industrial Division: Richard D. McFarland of Chestnut Hill and Thomas G. Sullivan of Belmont, the latter formerly a Bird Floor Covering salesman, '50-'54. Elsie Thompson has been transferred from the Roofing Sales Office to join the new division in Mr. Johnson's office.



SALUTE TO EDUCATION. A different classroom group met for study in this Shreveport department store window each day of National Education Week last fall. Here is the fifth grade of Arthur Circle School. The girl in the right-hand corner is Claire Potter, daughter of R. N. Potter, Bird & Son, Shreveport chief chemist.

J. S. Van Pelt Elected To Board of Directors



AT the annual meeting of Bird & Son, inc. on March 25, James S. Van Pelt was elected to the Board of Directors. He represents the Berry Refining Company of Gary,

Indiana, of which he is president. On the board he replaces Harold B. Pullar, who was president of the Berry Asphalt Company of Arkansas.

Mr. Van Pelt joined the Berry Asphalt Company in 1936, became assistant to the president in 1952 and president in 1955. In 1956 this wholly-owned subsidiary of Bird & Son, inc. changed its name to Berry Refining Co.



RETIREMENT LUNCHEON PARTY FOR JAMES DOWLING, Main Office, seated fourth from the right, given by Accounting Department friends. Others in this row are: Dorothy Capachin, Phyllis Lindsay, Gus Sacre and, back of Jim Dowling, Gordon Webster and Stanley and Sophie Flynn.

Wasilauskas. On the opposite side of the table: Katherine Niden, May Harper, Margaret Delaney, Eleanor Shea, Marian Tolman, Lester Eckman, Albert Hargreaves, Gordon Smith. Standing: Julia Smith, Agnes Foley, Alice Hennessey, Nancy Knox, Alice Caron



YEAR-END WINNERS: Thomas A. Smith, center, Norwood Roofing Plant, received a \$200 check for Best Suggestion prize and another special award of \$1025 for the same idea. Second prize money went to Patrick Clarkin who has just retired from Phillipsdale Beater Room. Duplicate third prize awards went to Robert Jewell, Norwood Roof-

ing, seated here, and Alfred Baker of Chicago (see other picture).

Seated, far left: E. L. Chamberlain; extreme right, P. I. Knight. Standing, left to right: L. P. Aherne, F. P. Reynolds, C. L. Walton, Louis Silvestri, Fred Picard, W. R. Wright, A. H. Anderson, C. A. Sumner, W. H. Anderson, J. J. Murphy, H. S. Hanna.

Four Receive Year End Awards

THOMAS A. SMITH, No. 1 Roofing Machine, has won top suggestion honors for the second time. His suggestion, "Change at Slitter Roll," was named the Best Suggestion of 1957. Smith also won similar honors for another suggestion in 1940.

Second prize money for 1957 suggestions went to Patrick Clarkin of Phillipsdale for his suggestion, "Save Water on Beater Bearings."

Two third prizes of \$50 were paid for equally good suggestions. One went to Robert Jewell, Norwood Roofing Shipping, for his suggestion, "Hydrosteam Cleaner for Towmotors," and one to Alfred Baker, Chicago Sample Department, for a change at the Staple Machine.

Not only did Tom Smith receive the special \$200-check for the year end award. At the special meeting in President Anderson's office he was also handed a check for \$1025 for his very excellent idea. By making a change in the angle of the cut at the slitter roll, his suggestion has prevented shingles from cracking as they are cut and from sticking in the bundles.

Tom has been entering suggestions and winning awards ever since he joined the company in 1921. This is his 29th successful one, in addition to winning first place in 1940 and 1957. He also won second prize money in 1936.

Patrick Clarkin closed a successful career as a suggester by winning the \$100 second prize just as he retired at the end of the year. Earlier he had also received \$250 in special award money for this same suggestion. Jewell and Baker also received special awards for their third prize suggestions. Jewell's award was \$90 and Baker's \$100.

Duplicate Award



ALFRED BAKER, Chicago, receives his Third Prize suggestion check from Superintendent D. E. Frazier as R. W. Macleod, office manager, looks on. Baker also received a special award of \$100 for this idea.

Each year this contest for the best suggestion starts fresh. Suggestions are rolling in in good numbers and four people (see other Suggestion story) have already qualified for special awards. But the year is still young, the field is wide open. Your ideas can win awards, too.

\$3,815 Paid for Accepted Suggestions

SINCE the Review was last published, \$3,815 has been paid in regular suggestion awards. This includes \$600 in special awards of \$20 each for five accepted suggestions paid to the following people:

Robert Byrnes	FBF
Francis W. Brown	FBPM9
Louis DeBaggis	FBM
John Dearnaley	FBM
Benedict Devine	FFN
Patsy Famiglietti	FBF
Donald Gillis	FBPM5
Philip Gordon	DPP
* Daniel J. Hourihan	DPIF
Thomas Concannon	FBV
James W. Kelly	FBPM5
Stanley Jezulewicz	FBV
Wallace MacDonald	FFG
Fred Matthews	DPM
John McDonald	FBV
William Melish	FFN
Joseph Nevins	FBPM7
Raymond Nolan	DPP

Matthew Pino	DPM
Herbert Pratt	FBF
Salvatore Purpura	FBF
Peter Didick	FBM
June Murphy	FC
Domenic Restaino	FBPM1
Joseph Roslauskas	FBV
Frank Shumski	FFG
Edgar Vatcher	DPI
Joseph Watkins	FBPM9

* Two awards.

Special Suggestion Awards

Philip Leon at Shreveport heads the list of Special Award winners for 1958. He received a check for \$420 from Southwestern Manager J. D. Johnston at recent ceremonies in Shreveport. The special clutch he suggested for No. 4 Hopper is making substantial savings in slate and coating when starting up or when fixing a break.

Another early winner in 1958 was Herbert Pratt, Norwood Roofing, whose suggestion, "Put Tie Pads in Bundles of 25," brought him a check for \$70. His idea reduces the total number of bundles and saves in wire and bundle covers.

In March, two Norwood Roofing Shipping Department men received special awards. Robert Jewell's award of \$60 was for a pusher, set in cement, against which pallet loads can be squared. It saves damage to the buildings.

A check for \$160 was awarded to Anthony Utorka for his suggestion, "Double Decking Rolls on Trucks." This showed an effective way to reduce loading costs on shipments of roll goods.

Safety Trophy Goes Traveling

THE Bird & Son Safety Trophy has been traveling like a big league ball club since last May. The Shreveport Felt Mill had it for a long time, where they made a fine record of 1963 days. Then it was held briefly by three different plants.

First it went to Chicago, until an accident there, August 16, awarded it to No. 2 Box Shop. Here it was received with ceremonies after the plant reopened in October.

Chicago had achieved 1068 accident-free days when a worker was struck on the leg by a roll. The leg was not broken but the man lost time. This spoiled their record.



ALL SMILES, Philip Leon of Shreveport, receives a check for \$420 presented by Southwestern Manager J. D. Johnston. Leon's suggestion for a clutch at No. 4 Hopper saves

slate and coating when starting up or fixing a break. Also here to congratulate him are, standing: Glenard Chandler, N. R. McNeill and G. D. Davidson.



A \$70 SUGGESTION AWARD was presented to Herbert Pratt, Norwood Roofing, recently for his idea which saves money in the pack-

aging of Tie Pads. Here to congratulate him are Roy Walton, Supt. William R. Wright presenting the check, and Nicholas Radzwill.

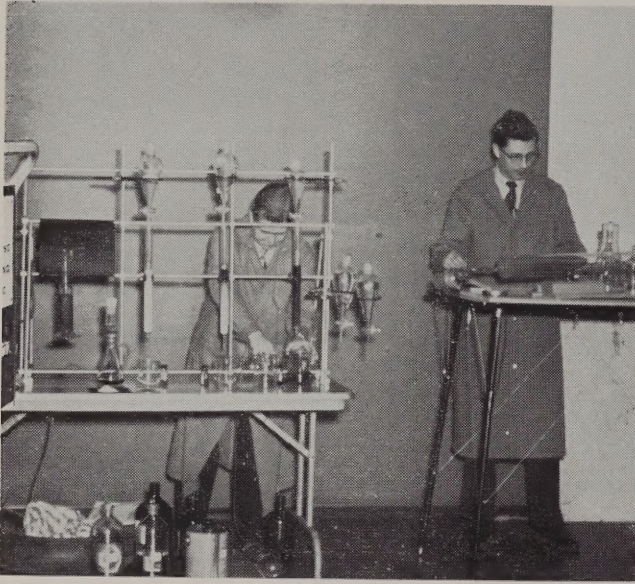
No. 2 Box Shop continued its accident-free record until January 24, 1958. Then a shipping department worker bruised and fractured his left ring finger while closing a freight car door. This ended No. 2 Box Shop's no-accident record of 382 days.

However, at the recent Massachusetts Safety Conference in Boston, the fine accident reduction record of the men of No. 2 Box Shop was recognized by the presentation of an Award of Merit

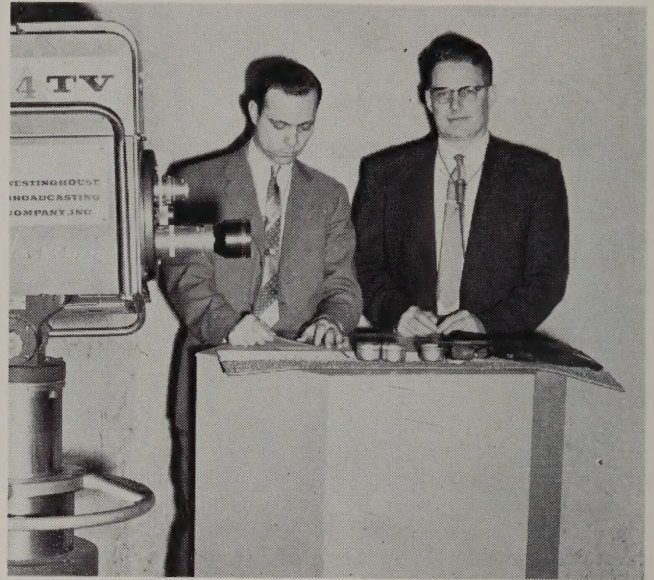
to this plant. Superintendent Robert B. Patterson, who proudly accepted the framed certificate at the conference, has had it placed on the shop's safety bulletin board.

The Bird & Son Safety Trophy is now in the possession of the Maintenance and Power Departments at East Walpole (as of this writing). These departments at the end of January had *worked* 324 days without an accident. May they keep it up!

They Made a Shingle Before Your Eyes



ON TV James Jackson demonstrates how asphalt is refined. Roy McQuillan operates the miniature kiln for coloring granules.



ASSISTANT CHIEF CHEMIST Leonard W. Weaver (right) did the narration for the half-hour show. Professor Charles Dudley of Emerson College, nearest the camera, is permanent host for "DIMENSIONS."

WHEN the Three Musketeers of the Norwood Roofing Lab, Len Weaver, Roy McQuillan and Jim Jackson, put on that TV science show one Sunday morning in January, the word had gotten around. Lots of Bird & Son people within range of Boston's Channel 4 tuned in at show time, 9:30, having rearranged their usual Sunday morning habits. Subject of the show was *Shingle Making*.

Len did the introducing and Roy and Jim performed the lab work of making a piece of felt, blowing asphalt and

preparing granules. They also showed cuts from the Roofing Division movie of shingle manufacture. All viewers we heard from praised the show highly.

Roy, who wrote the smooth-flowing script; Jim, who told the asphalt story like an old trouper; and Len, this time facing his audience instead of being back-to conducting the Neponset Choral Society — all brought a deal of credit to the name of Bird & Son.

The program was strictly non-commercial, one of the "Dimensions" series of science programs for young people,

promoted and sponsored by the American Chemical Society.

Roy on the Air Again

Roy McQuillan was on the air again early in March. This time it was a Sunday evening radio program on careers in science to interest high school students. On the panel with Mr. McQuillan were two other experts, a man from Arthur D. Little and another from Boston College.



PART OF THE FUN when the Roofing Maintenance Department met to honor those retiring was a skit by Scotsman Andy Wright with kilts and tam-o-shanter. Bill Haggerty,

master of ceremonies, at the center of the table is flanked by retirees Stanley Wasiliaskas and Giuseppe Serratore on his left and on his right, Dave Fleming.

**A MISTAKE YOU
MAKE ONLY ONCE**

ERASED 3 LIVES

304-466-13 EMPLOYERS MUTUALS OF WAUSAU

News Briefs

The Roof Held

Remember the specially constructed Bird roof on the Mt. Washington TV station? (November '54 Review.) The roof had to be really strong because big chunks of ice would fall on it from time to time, off the high TV tower near by. It was built to withstand an estimated maximum 200-pound blow.

Frank Reynolds, director of research here at Bird, has just learned that one time last winter a *ton* of ice crashed onto this roof. The building shook, the lighting fixtures broke loose, but the roof held.

Retirees' Benefit Raised

Bird retirees having hospital coverage under the Aetna Group Insurance Plan were given an increase in this coverage last November. Effective November 18, 1957, the coverage was raised from \$7.50 a day to \$10 a day.

Praise for Charleston Methods

The Charleston Roofing Plant made the news recently in *Pulp & Paper*, Feb. '58. One of our machine tools at Charleston was the subject of a short feature article. The piece of equipment is a "tool post grinder for refinishing rolls of the roofing paper machine," to quote from the magazine. The article goes on to say that previously the rolls were sent out for refinishing, an expensive and time-consuming practice. Now the entire setup and refinishing can be done at the plant in less than eight hours.

Bird Ads on TV Again

"Congratulations," wrote Mathilda Hansen, formerly Review reporter and Chicago Roofing employee, now living in California.

"Here I am," continued Mrs. Hansen in a note to the Review in East Walpole, "sitting listening to Dave Garroway on TODAY . . . telling the people that he has a new sponsor — Bird's shingles. . . ."

This was March 12. It was the premier of Bird roofing and floor covering national television advertising for 1958. (The California broadcast, of course, was a delayed pre-

sentation of the show originating in New York.)

Dave Garroway on TODAY is advertising Bird roofs and floors two or three times a week.

So is Jack Paar on THE JACK PAAR SHOW, starting March 27. This late evening broadcast is also a favorite NBC network program.

Add to TV, *The Saturday Evening Post* ads and you have a vigorous promotion program for the two major Bird consumer products.

See for yourself!

Shopping at Junior Achievement

One day last month East Walpole employees had a close-up of Walpole Junior Achievers in action. Members of the Walcraft Company (all high school students) had permission to set up a display of their costume jewelry and take orders in the East Walpole Brigade Room.

Asked how business was going, one of the boys said over \$20-worth had been ordered in the hour and a half he had been there.

Bird & Son is one of the sponsors of the two Junior Achievement Companies in Walpole.

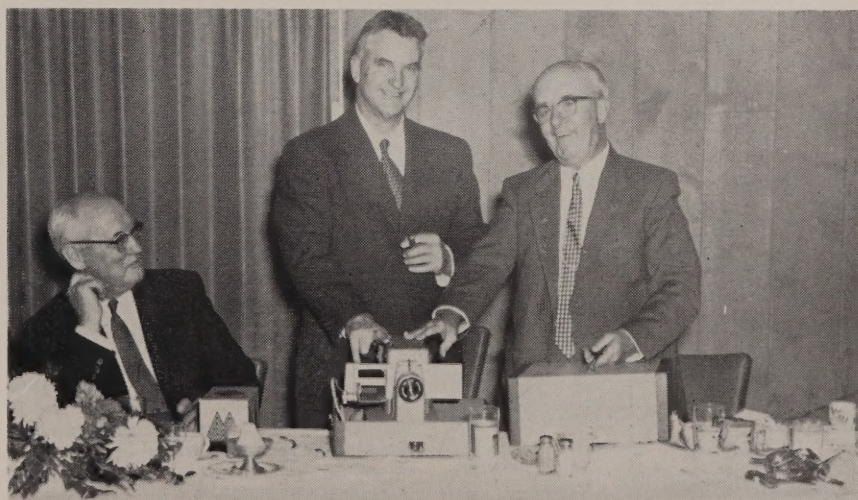
Three Bird & Son men are JA advisers for the second year. One of these is Ben Beale, Container Division assistant sales manager, who sparked the start of JA in Walpole last year. The others are Bill Smith, Roofing sales service manager, and John Carey, Main Office accounting.

White Gold in Virginia

"The roof becomes the crowning glory achieved through the White-Gold color . . ." of the Bird shingles, of course. And the *Better Homes and Gardens* booklet on the 1957 Idea Home also reprints a picture of the gorgeous custom-built ranch house at Venton, near Roanoke, Virginia, for which our Dick Whitney sold the Bird roof.

Salesman Dick and his bosses are very pleased with this job. The builder's color stylist was most enthusiastic. She had thought she was going to have to settle for another manufacturer's brownish shingle — until our man with the white gold came along!

RECOLLECTIONS AND GOOD FELLOWSHIP filled the evening when Norwood Roofing foremen gathered at the Lord Fox to wish Charles Seavey, right, and David Fleming, left, much happiness in their retirement. Master of ceremonies was Plant Superintendent Bill Wright.



News Briefs (Continued)

Pays 4% Again

Share owners in the Neponset Credit Union again received a 4% dividend payment in the fall of '57. This was voted at the 44th annual meeting on November 13 at East Walpole.

Four directors were re-elected to take the four places on the board to be filled at this time. They were J. R. Anderson, Arthur D. Colburn, Hilda M. Rafuse and Ronald F. Sager.

Other matters voted were: Maximum number of shares which may be held by any one member raised to 200 (\$1000) in a single account, and 400 (\$2000), joint account. This was an increase from 150, single and 300, joint account.

The maximum amount of deposit is now \$3000 in a single savings account and \$6000 in joint savings account. The total, including shares, at present cannot be more than \$4000 (\$1000 shares and \$3000 savings) for a single account, and \$8000 (\$2000 shares and \$6000 savings) in a joint account.

Plant Engineer Runs Conference Session

R. C. "Bob" Holman, plant engineer at East Walpole and president of the Plant Engineers Club of Boston, led one of the sessions at the state-wide safety conference, March 17-18 in Boston. Attending this Massachusetts Safety Council meeting from Bird & Son besides Mr. Holman were Safety Engineer Frank V. Eisenhauer and No. 2 Box Shop

Superintendent Robert B. Patterson. Also, three from Norwood Roofing attended, Frank Carchedi, secretary of his plant's central safety committee, and Foremen John Reddick and James Weir.

An "Architect" in Floor Covering

Not a mass-appeal item, solid vinyl tile is a real *class* product. Bird Floor Covering sales now offers this under the name, Bird Architect Solid Vinyl Tile. It is made for us in Wisconsin by Vinyl Plastics, Inc., of Sheboygan. From there it is shipped directly to selected distributors, still on a limited distribution basis. (It is not available on employee orders.) This is a new floor covering, offered for the market which wants the latest, highest grade material. Expensive? It costs approximately four times as much as our linoleum tile.

The New, Gay Rubberlike

According to recent sales bulletins, the new Bird Color Chip Rubberlike is selling very well. Rubberlike is made at the Norwood Roofing Plant in a red and green color chip, as well as the familiar plain black. It is sold through the Floor Covering Sales Department and the new Industrial Division.

"Customers are taking to it with enthusiasm," states a recent sales bulletin.

SURE SIGN OF SPRING when the ball teams get going. To put you in the mood, we're printing this picture of last season's league champions at Shreveport, our Bird & Son team. Kneeling, from left: D. L. Ford, Clayton Cobb, Jackie Wise, Phil Johnson, Glover Jones.

Standing: Huey Humphrey, Larry Sanford, Frank Zellner, John Evans, Larry Rambin and Leon Taylor. Children are Clay Cobb and Michael Humphrey, mascots.



25th ANNIVERSARY this March for Floor Covering Vice President C. A. "Charlie" Sumner was marked with a banquet at a nearby hostelry. It was a fine affair, with warm greetings expressed by Mr. Sumner's associates at Bird & Son. Gift honoring his quarter century with the company (and incidentally his 1957 golf championship at the Walpole Country Club) was a set of matched irons. Warren H. Anderson is seated beside the pleased-looking guest of honor.

We Record with Sorrow . . .

Busy Winter for Bird Club Members

AT press time the big, all-club event was the annual banquet, being held at Workman's Hall, Norwood, Saturday night, March 22. The next event for everyone would be the annual meeting on April 8.

Current sports events are the weekly clashes of the men's and women's bowling leagues. Golf was still a month away, though plans for both men and women to play at Walpole were pretty well settled. Softball is also on the docket for spring opening.

By March, the Tri-Mill Sports Club boys had already ordered \$100 worth of trout. They had a good winter with turkey shoots, a pitch party, New England Sports Show ticket sale, and their annual meeting early in March.

Devotees of cribbage ended their season March 18 with 20 players present and Henry Wholer winning series prize.

In the entertainment field there have been the Children's Christmas Party, the presentation of Handel's "Messiah" by the Neponset Choral Society, and the always welcome visits each month by the Veterans Show to V. A. Hospitals.

The Special Activities Committee promoted the ticket buying opportunity for the popular Ice Capades in Boston in January. They also sponsored at Christmas time a collection from all employees of gifts for the Foxboro State Hospital patients. Bird people were very generous and the hospital most appreciative.

The art class has been quietly painting this winter, enjoying a steady patronage of interested students.

Meanwhile the Neponset Choral Society steps down from its lofty pinnacle of great oratorio music and is learning to flutter fans and bow like natural-born Japanese as they prepare for the entrance of "The Mikado" onto the stage of the Walpole High School on May 9 and 10.

The spring tour — last year to Washington, D.C., was cancelled, but the travel-minded look forward to jaunts later this year.

WITH regret we record the following deaths since the last regular issue of the Review:

Employees

Charles D. Brown, 45, Norwood Roofing — July 18, 1957
Harold Peterson, 49, Finishing Mill — November 4, 1957
W. Squier Munson, 41, Carton Sales — December 22, 1957
Tiodoro Michienzi, 51, Norwood Roofing — February 4, 1958
Bruce J. Rabon, 26, Charleston — February 8, 1958
Arthur V. Kennedy, 55, No. 2 Box Shop — February 13, 1958
Joseph P. LeBlanc, 61, Floor Covering — March 19, 1958

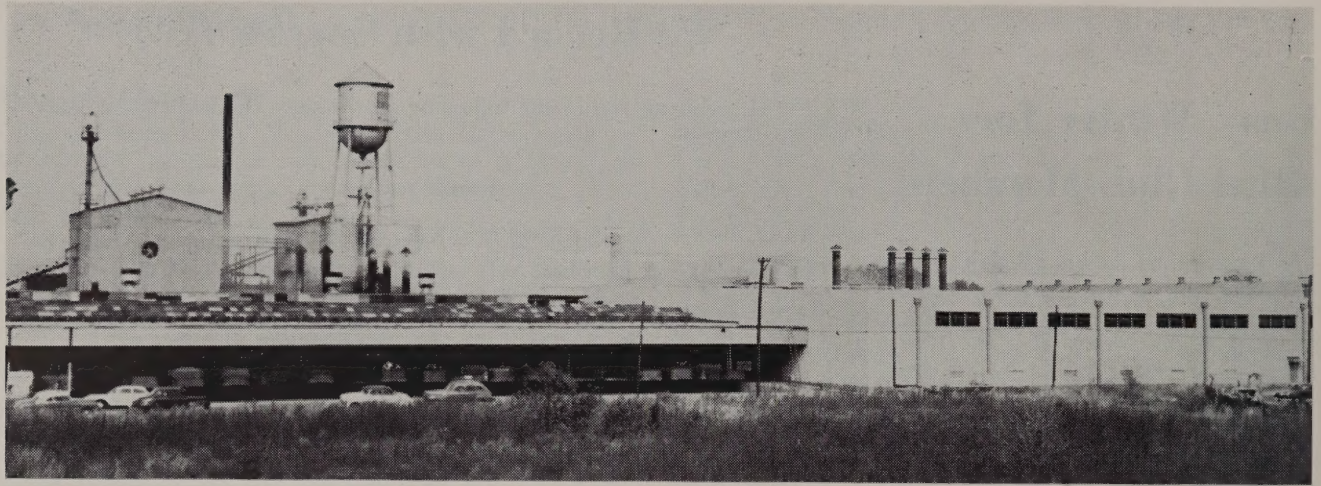
Retirees

John W. Walsh, 80, Norwood Roofing — June 5, 1957
Charles Bochanowicz, 68, Floor Covering — June 6, 1957
Joseph Knaus, 79, Paper Mill — June 23, 1957
Stanley Sorzadel, 73, Phillipsdale — June 24, 1957
Benjamin R. Taylor, 66, Main Office Purchasing — August 8, 1957
Wilbur Fay, 70, East Walpole Maintenance — August 22, 1957
Stuart Nickerson, 62, Floor Covering — September 7, 1957
K. Hilmer Eklund, 69, Norwood Roofing — September 22, 1957
John Mullen, 67, Floor Covering — October 17, 1957
Michael Damules, 81, Main Office Cleaning — October 27, 1957
Charles H. Grover, Jr., 65, East Walpole Maintenance — November 6, 1957
John P. Wasilunas, 74, No. 1 Box Shop — November 13, 1957
James Connolly, 70, Floor Covering — January 12, 1958
Frank W. Fisher, 83, Fire & Safety Inspector — January 27, 1958
Helen G. Costello, 69, Main Office — February 11, 1958
John M. Gronroos, 70, Norwood Roofing, March 18, 1958



GOOD LUCK, MARTIN! When Martin Wallace retired from the Boiler Room his friends gathered to present a gift and wish him well. Shaking his hand is Foreman Mario Boragine.

Others, left to right: Ernest Frank, Joseph Jarlis, Hartford Doucette, Henry Murphy, Edward Stasis, Edward Powers and Walter Baker.



NEW WAREHOUSE and shipping platform for Shreveport, completed last year. In the background is the Roofing Plant. The five stacks at the right are part of the new Saturator also installed in 1957.

Long Service List

April

Name	Year	Dept.	Years
Tony Milus	4-29-12	Roofing	46
Nicholas Hrenchuk	4-5-18	Paper Mill	40
Andrew L. Stupak	4-17-18	Floor Covering	40
Ralph E. Nutter	4-22-18	Floor Covering	40
Joseph Adamonis	4-25-18	Floor Covering	40
Elton E. Hamilton	4-14-20	Floor Covering	38
John E. O'Donnell	4-22-20	No. 1 Box Shop	38
John G. Eppich	4-16-23	Floor Covering	35
George G. Bigelow	4-18-23	Floor Covering	35
Patrick Silvestri	4-24-23	No. 1 Box Shop	35
James O. Lowe	4-24-23	Roofing	35
Salvatore DelSignore	4-25-23	Paper Mill	35
Ralph L. Watson	4-3-25	No. 1 Box Shop	33
Bernardo Maini	4-7-25	No. 1 Box Shop	33
Ralph V. Thayer	4-30-25	Finishing Mill	33
Alessandro Alessandrini	4-2-26	Roofing	32
Peter J. Frain	4-5-26	Floor Covering	32
Andrew G. Hazlett	4-5-26	Floor Covering	32
Pasquale Alberico	4-8-26	Roofing	32
Rudolph DeMichele	4-4-27	Roofing	31
Harold A. Dunakin	4-7-27	Roofing	31
Henry C. Cecchi	4-22-27	No. 1 Box Shop	31
Adam Scott	4-18-28	Floor Covering	30
John W. Faulkner	4-26-28	Roofing	30
Salvatore Frangiosa	4-30-28	Floor Covering	30
Edward A. Knaus	4-30-28	Maintenance	30
Michael J. Sameski, Jr.	4-11-29	Maintenance	29
Joseph Strumskis	4-15-29	Roofing	29
Nelson M. Phillips	4-18-29	Floor Covering	29
Helen E. Makarevich	4-10-30	Office	28
Robert A. Beattie	4-21-30	Roofing Sales	28
Eino H. Heikkila	4-13-31	No. 2 Box Shop	27
Kimble P. McEwen	4-21-31	Paper Mill	27
Giuseppe DiVirgilio	4-28-31	Roofing	27
A. J. Carlton Rafuse	4-26-32	Floor Covering	26
Charles J. Geraghty	4-4-38	Floor Covering	20
Peter Wolent	4-7-43	Power Plant	15
John W. Sutphin	4-12-43	No. 1 Box Shop	15
Albert J. Briggs	4-14-43	No. 1 Box Shop	15
Paul DeChellis	4-1-48	Floor Covering Sales	10
Jeremiah McGillicuddy	4-1-48	Floor Covering	10
Michael T. Walsh	4-1-48	Roofing	10
Antonio Berghelli, Jr.	4-5-48	Roofing	10
Anthony Carpino	4-6-48	Floor Covering	10
Mark Walsh	4-6-48	Floor Covering	10
James A. Michienzi	4-7-48	Roofing	10
Auvo A. Aho	4-7-48	Roofing	10
Thomas W. Fish, Jr.	4-8-48	Roofing	10
August A. Holtman	4-8-48	Roofing	10
Joseph H. Petrolini	4-9-48	Floor Covering	10
Russell J. Blake	4-12-48	Roofing	10
Francesco J. Petrolini	4-15-48	No. 1 Box Shop	10
Andrew F. Kelliher	4-16-48	Roofing	10
William P. Cooney	4-21-48	Roofing	10
Ronald W. Cook	4-23-48	Floor Covering	10
Hayward Perry	4-1-53	Floor Covering	5
Andrius Valentinas	4-1-53	Roofing	5
Jerome Riganese	4-3-53	Roofing	5
Vito J. Bevivino	4-6-53	Roofing	5

Walter W. Dixon, Jr.	4-6-53	Military Service	5
Wilfred A. Goyette	4-6-53	Roofing	5
Frederick T. Parker	4-6-53	Office	5
Edward A. Thompson	4-6-53	Floor Covering	5
Coleman Joyce	4-7-53	Roofing	5
Howard I. Stott	4-7-53	No. 1 Box Shop	5
Frank Gonsalves	4-9-53	Military Service	5
Duncan S. Sutton	4-21-53	Roofing	5
John W. Carberry	4-27-53	Roofing	5
John R. Steele, Jr.	4-27-53	Research	5

MANCHESTER

Albert J. Roberge	4-2-53	5
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PHILLIPSDALE

John P. Harrington	4-27-21	37
Joseph White	4-13-23	35
Manuel P. White	4-21-23	35
Everett A. Rockwood	4-15-25	33
Louis A. Thresher	4-7-43	15
Merton E. Greene	4-6-53	5
Antonio Cicirelli	4-13-53	5

CHICAGO

Albert M. Dobbins	4-14-23	Sales Mgr. Mid- west Dist.	35
James E. Stanek	4-8-25		33
Ernest Jacobs	4-25-25		33
Roswell Dodge	4-9-26		32
Thomas J. Jones	4-23-29		29
Waldo M. Overholt	4-23-29		29
Ernie Reeves	4-23-43		15
James C. Williams	4-7-53		5
William Clifton, Jr.	4-21-53		5

SHREVEPORT

Joe Henry Wilson	4-17-53	Felt Mill	5
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May

Name	Year	Dept.	Years
Pasquale Sansone	5-4-10	Floor Covering	48
Helena G. White	5-8-13	Office	45
Axel H. Anderson	5-1-18	President	40
William J. Ivatts	5-28-18	Maintenance	40
Frank Armukevich	5-19-20	Floor Covering	38
Arthur W. Mellin	5-25-20	Office	38
Clarence G. Hagman	5-12-22	Floor Covering	36
Adam Sidlauskas	5-31-22	Floor Covering	36
John Kacinauskas	5-8-23	Paper Mill	35
Albert S. Hayward	5-12-23	Floor Covering	35
Martin F. Connolly	5-18-23	No. 1 Box Shop	35
Nellie L. Coughlin	5-1-24	Office	34
Mary Stone Nevins	5-1-24	Office	34
Melvin J. White	5-16-24	No. 1 Box Shop	34
Paolo Persechino	5-4-25	No. 1 Box Shop	33

Ira M. Treen	5-5-25	Floor Covering	33
Joseph J. Stepanowich	5-8-25	Floor Covering	33
Joseph Giampa	5-6-26	Roofing	32
Frank Mazzocca	5-14-26	Roofing	32
John E. Folan	5-14-26	Roofing	32
Deeb Esber	5-18-26	Roofing	32
John A. Pratt	5-21-26	Roofing	32
Byard W. Bennett	5-9-27	No. 2 Box Shop	31
Amos T. Dixon	5-14-28	No. 2 Box Shop	30
John Walsh	5-15-28	Maintenance	30
James T. Weir	5-20-31	Roofing	27
John E. Donohue	5-25-31	Roofing	27
Edward F. Phillips	5-8-33	Floor Covering	25
Eino Manninen	5-15-33	Floor Covering	25
Arthur L. Eames	5-15-33	Drafting	25
Anne H. Lindsay	5-18-33	Office	25
Hubert E. White	5-22-33	Floor Covering	25
Joseph L. Carchedi	5-5-48	Roofing	10
Peter E. Carchedi	5-6-48	Roofing	10
Arthur R. Armour	5-7-48	Roofing	10
Albert J. Franklin, Jr.	5-10-48	Roofing	10
Harry L. Kimball	5-24-48	Roofing	10
Lester P. Hathaway	5-24-48	Roofing	10
Charles E. Gray	5-12-53	Roofing	5
Carolyn J. Coyne	5-13-53	Office	5
John F. Buder	5-18-53	Paper Mill	5
Joseph R. Tamulevics	5-25-53	No. 1 Box Shop	5

PHILLIPSDALE

Serafim Moreira	5-22-17	41
John S. Varga	5-26-22	36
Theodore B. Maddern	5-27-25	33
Charles F. Sinnert	5-7-29	29

CHICAGO

Lawrence Howell	5-3-20		38
Harold W. Altman	5-21-23	Purchasing Agr.	35
Harry Jansen	5-26-24		34
James B. Scott	5-31-29		29
Willie Brown	5-24-48		10
James Jones	5-12-53		5

CHICAGO FLOOR COVERING OFFICE

Virginia Szukalla	5-21-26	32
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SHREVEPORT

Grady Nelson, Jr.	5-12-48	Felt Mill	10
Marvin L. Dyess	5-18-53	Felt Mill	5

BERRY REFINING CO.

William Ware	5-1-43	15
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W. J. HILL, INC.

Anniversary Listing for 1958

Edward H. Flaherty	1921	36
Harry C. Hale	12-20-21	36
Dominic Long	7-15-25	32

on how to file your claim

When an Accident Happens

NOBODY likes accidents, but sometimes they happen. When they do, it is important to know how to file your claim.

Non-Industrial

The Aetna Group Insurance Plan handles non-industrial claims and makes payments within the provisions of the plan for all legitimate claims. A special form must be completed by your doctor and sent to the person handling Aetna claims at the plant where you work. No payment can be made until this form has been received and processed.

Claims for On-the-Job Accidents

In the case of an industrial accident, the claim is handled by one of the insurance companies with which Bird & Son carries Workmen's Compensation Insurance.

Report at Once

REPORT ALL ACCIDENTS ARISING OUT OF YOUR EMPLOYMENT AT ONCE TO YOUR FOREMAN. This will help in the prompt processing of your claim.

Some people recently who did not follow the instructions have had their payments delayed several weeks.

Clean rust off auto chrome by forming a ball of aluminum foil, shiny side out. Dip in water, and rub lightly across the rust, advises Better Homes & Gardens.

On the Cover

Who says industry isn't dramatic! This striking photograph shows Victor Plosinski at Floor Covering Shipping demonstrating modern methods of handling some of our big floor covering packages.

BIRD NEPONSET REVIEW

Vol. 46 No. 1

April 1958

Published for the employees of Bird & Son, inc., and the Berry Refining Company to promote good service, good business, good will.

Editorial Office at East Walpole, Mass.

Bird Plants: East Walpole and Norwood, Mass.,
Phillipsdale, R. I., Chicago, Ill.,
Shreveport, La., Glenwood, Ark.,
Charleston, S. C., Lewiston, Me.,
Manchester, N. H., and New Britain, Conn.

Berry Refining Co.: Office and Refinery, Gary, Ind.

EDGAR M. GROUT Editor
ELEANOR M. GARLAND Assistant Editor
KENNETH W. PIERCE Photographer
JOHN J. MURPHY Adviser



MANY HAPPY YEARS OF RETIREMENT to C. A. "Skip" Boiteau. He was feted in Chicago by Floor Covering Division friends just as he retired from his many years as a field manager. Vice President Charles Sumner is here pre-

senting the guest of honor with a book describing incidents in his life while Robert V. Garner looks on. "Skip" also received some beautiful fishing equipment and a package to cheer him when the fish don't bite.



SUPERVISOR OF NEW WAREHOUSE at St. Louis for Building Materials is Victor Schneider, shown here at his desk in the new office.



Why are we all in business together?

We all work together to try to make a living — today, tomorrow, next year. We want to earn to provide ourselves and our families with **job security**.

Where do we get job security?

Customers give us our real job security.

We can make the best product in the world. But we've got to **sell** it, and receive money for it before we can pay wages or buy more raw material.

So

Most important of all is the **CUSTOMER**.

What does the customer **want**?

Quality Service Right price

Attractive appearance Style

The customer wants **all these things**.

So do we when we shop for clothes or food.

The woman buying a Bird rug,
The family needing a new roof,
The businessman buying 10,000 shipping cases,

They are no different from you and me.
They want **value** for their money.

If Bird products don't have it, they'll buy from Armstrong, or Johns Manville, or Container Corporation, or any one of our dozens of competitors.

How do we **create** value?

By providing

the best workmanship
on the best machinery
with the best methods
at the lowest cost possible consistent
with quality.

Helpers, machine tenders, engineers, managers — all in their own special fields help create the **value** of our products.

Here's our real — and **only** — **job security**:
a value-packed product which the public will buy. In other words — **no customers** —
no job security — no jobs.

SATISFIED CUSTOMERS PROVIDE OUR REAL JOB SECURITY.

BIRD NEPONSET REVIEW

JUNE 1958



Established, 1895
Bird & Son, inc.
East Walpole, Mass., U.S.A.

June 2, 1958

To all Bird & Son Employees and their Families:

About two months have passed since I last wrote to you. I wish I could report a substantial change for the better in our business, but I cannot.

It is true that we have taken on a number of people in our Roofing and Floor Covering Divisions, but this employment activity does not mean that our problems are solved. Orders have increased in all divisions, but prices of many of our products are not at levels sufficient to pay our costs of production and delivery to our customers.

In the roofing industry there has been virtually a price war, and prices have been reduced as much as 20%. We must, of course, keep our prices competitive. The situation is still bad in spite of the increased volume.

In the Floor Covering Division we have had a complete change in Vinyl production to a new and much better product. Our problem here is to sell our warehouse stocks of the old product (at reduced prices) and to meet the production and sales quotas of the new one. There continues to be less and less demand for our felt base printed by the flat-bed process. Our new linoleum patterns are selling well and linoleum prices are holding up reasonably well. To sum up, the Floor Covering Division's position is far from satisfactory from an earnings standpoint.

Temporary layoffs of a few men and four-day production until recently on some of the paper machines indicate the situation in our Paper Division. Very recently there has been a slight increase in orders, but unfortunately this is offset by a downward trend in prices, caused by severe competition.

- Page 2 -

Our Carton Division was particularly hard hit by the 14-week shutdown last year. A large amount of business was permanently lost then. This is also true of other divisions.

Our local situation is affected by the general business recession, which although serious, is still a mild one in comparison with the conditions some of us remember in the 1930's.

I believe the country can work out of its trouble without expensive help from the government. Any government help is just a handout coming from our own pockets. The government does not produce anything. It can only spend the money it receives from individuals and business in taxes---or borrow from the future.

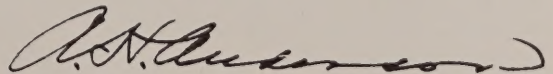
Handouts make us dependent on the government; they take away our freedom. People who gave up their freedom for such security now regret it. We, I am sure, don't want that to happen here.

We have no new solutions to offer to our problems. There is no magic formula which will suddenly make things better. We do know that by careful planning, by curtailing all unnecessary expenses, by finding out ways to improve efficiency in our plants and offices, we can improve our present poor situation.

Only as we succeed in doing this can we provide a sound business operation and steady jobs. Your full cooperation is still needed.

Kind personal regards.

Sincerely,

A handwritten signature in dark ink, appearing to read "R. H. Anderson", with a stylized flourish at the end.

President

AHA/D

We Salute Nichols & Stone Co.

**Manufacturers of Windsor Chairs for 101 Years
Use Bird Corrugated Boxes to Guarantee Safe Shipment**

WAY back in the middle of the last century when our company was still solely a paper manufacturer, Edmund Nichols built and equipped a small chair shop in Westminster, Mass. Here he taught most of his sons (there were seven) the trade which was to be handed down through four succeeding generations.



ONE HUNDREDTH YEAR birthday cake featured display in Nichols & Stone's American Furniture Mart showrooms last year. Here are the company officers, from left: President Carlton E. Nichols, Vice President Philip R. Coleman and Treasurer Edmund L. Nichols.

The move to Gardner, Mass., their present location came in 1893, about the time Bird Paroid Roofing was introduced. A year later the partnership with Reuben S. Stone was formed. In 1908 the firm was incorporated. In 1917 came the important decision to limit production entirely to authentic reproductions of Windsor and other early American chairs. The vision materialized. Sales mounted rapidly. The company became famous as "The Home of Windsor Chairs."

Today over 175 people are employed in a modern plant where up-to-date methods and machinery meet the exacting standards of workmanship first established 100 years ago. Chairs only are produced. But what chairs! Salem rockers, Hitchcocks, Windsor Fan-Backs, Comb-Backs and Colonial Ladder Backs. They are famous for both beauty and craftsmanship wherever fine furniture is sold.

Nichols & Stone just completed their 100th year in 1957.

At the head of the business today is Carlton Nichols, president, of the fourth generation. Third generation Edmund Nichols is treasurer. Charles Fenno, grand-nephew of Carlton, represents the fifth generation.

Bird & Son is indeed proud to salute its Massachusetts neighbor and business friend with this story of the making and shipping of the famous Nichols & Stone Windsor Chairs.

A Windsor Chair Is Born

First:

A load of pre-selected and well-seasoned rough yellow birch goes to a kiln for controlled drying, an operation which prevents warping, splitting and case hardening.

Stock for bending and turning (for arms, legs and spindles) is air-dried in storage sheds. A single Nichols & Stone Windsor arm chair may have as many as 21 parts turned or shaped on a back-knife lathe.

Chair seats are formed by gluing several pieces of stock together, shaping them on special automatic equipment and scooping or saddling the shaped blank to fit a basic body conformation, thus making the chair more comfortable.



After seats are formed and shaped, they move along to a Nash multiple spindle boring machine which bores leg holes in the bottom at the same time as boring for posts and spindles in the top. This intricate machine can be adjusted to bore the necessary holes in practically any pattern and at practically any angle.

a chair is born . . .

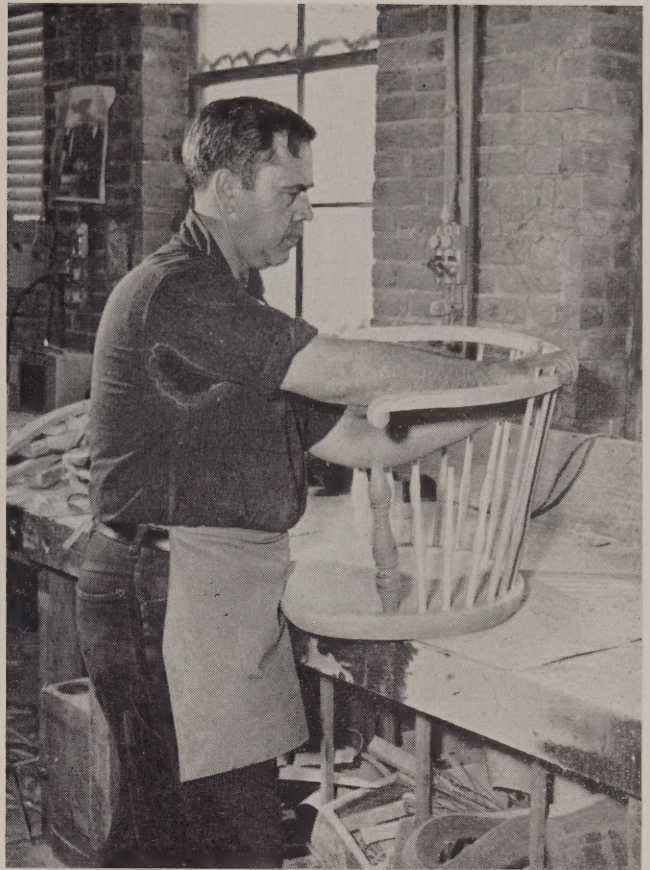
(continued)

Stock for the characteristic one-piece Windsor arm bow is forced into shape in a hydraulic straight press bending machine after being steamed under pressure in a sealed metal retort. Efficient as this press is, however, its operation calls for a high degree of skill in controlling the tremendous pressure exerted. The bent bow next goes to a kiln where its shape is permanently set.

In another operation spindles are shaped and by various mechanical sanding operations given a smoothness impossible to achieve by hand. Then the spindle ends are compressed for a snug fit in the chair seat. Once in its hole, the moisture of the glue expands the spindle end to its original size making a tight, permanent joint. Next comes the step shown in the picture at the right.

The final step takes place on a special pneumatic press. Here the tenons or ends of the leg assembly are forced into glued holes in the bottom of the seat. The operator then places chair upright on a table and makes certain all legs are the same length. He can handle about one chair a minute.

The durable finish of a Nichols & Stone Windsor chair involves a series of steps, including staining, scuff sanding, sealing, sanding again, varnishing, revarnishing and rubbing. After the last coat of varnish has dried for forty-eight hours, the chair is hand-rubbed with special steel wool pads and a pumice and oil rubbing compound to give the over-all smoothness and rich, soft sheen.



With spindles and arm posts glued in position, the curved arm is fitted over the longer back ones which will be topped by a crest rail or comb and onto the shorter side ones. At another bench the legs, stretcher and braces are glued together. No machine has yet been devised to do jobs of this exacting nature.



Chairs, carefully padded at vulnerable areas, are made ready for final packing in the huge Bird Corrugated Boxes, manufactured at No. 1 Box Shop, East Walpole. Notice how Boston rocker above is further protected by supporting base of corrugated board.

At left is Philip R. Coleman, vice president, in charge of sales, and right John Romanson, shipper.

*. . . and makes its
first journey in a
Bird Box.*

Arrangements for this story were made through Roy M. Wiggin, Bird & Son Fibre Box Division salesman, and Philip R. Coleman, Vice President of Nichols & Stone, with the assistance of the advertising agency, Badger and Browning & Parcher, Inc., which supplied the production pictures.



New Office Opened May 5

GLASS WALLED ENTRANCE to modern office overlooks the Neponset with Paper Mill and No. 1 Box Shop on opposite bank.

THE new main office building on the hill overlooking the river and the Paper Mill at East Walpole opened for business on May 5. In its spacious and well equipped three stories, it houses departments which had been inconveniently separated in several locations before.

Owned by the New England Mutual Life Insurance Company of Boston, the building is being leased by Bird & Son. It was built to Bird & Son specifications. A local committee, working with the architect Kenneth H. Rippen Co. of New York, spent months planning details of layout, lighting, fixtures and colors. This committee was headed by office manager

Joseph Erker, Jr. and included A. H. Anderson, president, W. C. Ahlgren, treasurer, Vice Presidents E. L. Chamberlain, R. A. Wilkins and C. A. Sumner and Assistant Treasurer W. H. Anderson. Resident engineer during the construction was Joseph A. Sheehan of the Paper Division.

Moving day was Saturday, May 3, although some heavy machines had been moved the day before, and office stores were transferred on Monday. The big job was supervised by Joseph Erker and his two assistants, Roland Peterson and William Doyle. Department heads checked the loading and unloading of their files. Sweat, if not blood and tears, accomplished the task over the week-end. Monday morning found



SALES DEPARTMENTS, with Roofing Sales in the foreground, are located in this large area near the main lobby. Private offices of sales managers are at left. Sales Promotion Department is at right, out of range of the camera. Flowers were sent by a customer.



PURCHASING AND TRAFFIC departments occupy this pleasant room. Nearby woods can be seen through the windows in the rear. Every window in the new office frames a picture.



OUT OF THE OLD. Van of P. E. Burke, mover, parked at East Walpole's landmark, the old Main Office. Records from Sales and Treasury Departments are being loaded for trip to new office on the hill. These white pillars will always symbolize the company to many old timers.



INTO THE NEW. Huge trucks were busy all day May 3, discharging transfer cases of records at the new office. Near the truck is

Roland Peterson and on the steps, William Doyle; together they supervised the big moving job.

everybody in his new location, happily completing the work of reorganizing files and desks.

Remaining in the East Walpole location are the Plant Hospital, the Research, Industrial Engineering,

Development Engineering and Advertising Display Departments. The Fibre Box Sales Division remains at its quarters at No. 1 Box Shop where it moved in 1954.

Appointments and Promotions

H. F. Davis to Southeast Division

HENRY F. DAVIS was appointed assistant general manager of the Southeastern Division on June 1, ac-

cording to an announcement by E. L. Chamberlain, vice president of the Building Materials Division. Making his headquarters in Charleston, he will work directly with the division's manager, J. H. VanHoy.

With Bird Since '39

Mr. Davis has been with Bird & Son since 1939, first as a sales correspondent, then for 14 years as sales service manager. In January, 1954 he became assistant to the vice president of the Building Materials Division. In March, 1956 he was named sales manager of the Eastern Division of Building Materials.

Moving to Charleston

The Davises have lived for some time in Westwood, but will now be making their new home in or near Charleston. They have three children, Henry of Needham, Rebecca (Mrs. John R.) Flather of Wellesley, and Woods, a student at Hobart College, Geneva, New York.



Henry F. Davis

J. H. Murphy Is N. Y. District Manager

JOHAN H. MURPHY was appointed sales manager of the Metropolitan (New York) Sales District of the Building Materials Division on May 14. He replaces F. X. Lantier, who recently resigned to accept another position.

Mr. Murphy's route to the sales manager's post was not the usual one. He began work in the Main Office Accounting Department, East Walpole, upon graduation from the Bentley School of Accounting and Finance in 1934.

Seven years later after service in General Accounting, Material Control and Punched Card Accounting, he transferred to the Fibre Box Sales Division as correspondent. He became a salesman in July 1942. From 1943 to 1945 during World War II, Uncle Sam made use of his services in the

(Continued on page 6)

Appointments

(Continued)

Army Air Force in the Caribbean area.

In April 1947, Jack Murphy transferred to sales work in the Building Materials Division. Since then he has represented Bird & Son in the New Jersey territory.

At home in West Orange, New Jersey, Jack spends as much time as possible with his lively family, Kathleen, 9, Barbara, 7, and Jack, Jr., 3½. He takes part in youth activities in his church and in PTA work. When there's a free summer evening or week-end, he enjoys a relaxing game of golf. The Murphys will continue to live in West Orange.

Two Promoted at Charleston Plant

TWO men at Charleston have recently been promoted, according to announcements by Superintendent William Freegard.

Stanley S. Phillips has moved up to foreman-in-charge of the Roofing Machine Department "with complete jurisdiction over all operations and shifts in the department."

Floyd Billings is now shipping foreman, effective March 17. Because of his experience in coordinating the Roofing Machine with shipments, he continues to handle the machine schedules, and do some material control work.

Stanley S. Phillips

Stan Phillips transferred to Charleston from the Norwood Roofing Plant



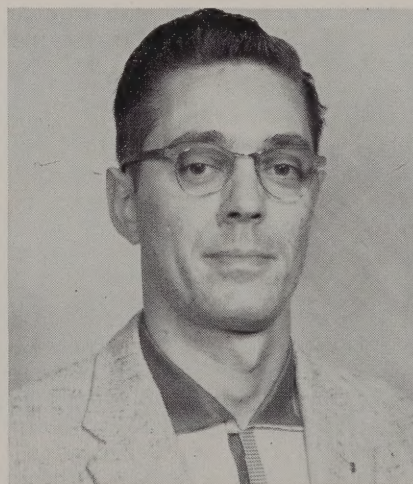
Stanley S. Phillips

in September 1954 as machine foreman before the new plant officially opened. He had started with Bird & Son in 1929 and had worked up to foreman at the Massachusetts plant. Promoting Mr. Phillips to the new job at Charleston has enabled Mr. Freegard to coordinate more closely all the activities of the Roofing Machine Department. Stan has complete charge of and responsibility for the machine. Working under him are two foremen, Note Turner and Williams Wilson.

Stan and his wife live at Hobcaw Point across the Cooper River near Mt. Pleasant. They have a married daughter, Valerie, and two sons, Richard, 17, a junior in high school, and Stephen, 6 who starts school in the fall. Stan belongs to the Hobcaw Yacht Club, is on the Executive Board for the Industrial Management Club, is manager of his Little League Baseball association, and is active in his church. Like many another Bird & Son employee, Stan likes to garden. In April he already had inch-high tomato plants.

Floyd Billings

Born in 1929, Floyd Billings served three years in the Marine Corps and worked at the Burrows Paper Co., Little Falls, New York, before coming to Bird & Son, Charleston, to work in materials control. He is a graduate of the Bentley School of Accounting and Finance, Boston. His new position as shipping foreman ties in with his experience in inventory control. He is continuing to schedule the production runs to keep proper amounts of stock in the finished stock warehouse. He is also concerned with purchasing raw



Floyd Billings



PROUD GRANDPA is James Porter, retired from Floor Covering last December. His three grandchildren are Lynn and Garry Porter from Montreal and Kim Norton from Foxboro.

materials, working through the Purchasing Department.

Mr. and Mrs. Billings have three young children, Kathleen, 8, John, 4, and William, 2. Floyd is a member of the Sumter Guards, of the Bentley Alumni Association and is past treasurer of Kappa Pi Alpha.

A Proud Story Told by Old Checks

SAM CARARAS, Louisiana Building Materials salesman, knew that he had a good story in his hand the moment he saw the old checks. Mr. Hugh Stodghill, owner and operator of the Peoples Lumber Company in Rayville, Louisiana, had just handed him the photostats of two checks. They were both made out to F. W. Bird & Son and dated in 1905 — 53 years ago!

Buying Bird Over 50 Years

Bird & Son points with pride to its long years of dealings with many customers, but few can equal the record proved by these checks. Fifty-three years ago, Mr. Hugh Stodghill and his brother, Jess, were operating the Stodghill Lumber Co. at Morganfield, Kentucky. After some years in that area, the company was moved to Rayville, Louisiana and changed its name to Peoples Lumber Company. Mr. Hugh Stodghill found the checks in some old files which he was clearing recently following his brother's death. He is very proud of these checks, and the fact that his firm has been buying Bird materials for more than half a century.

We are proud, too, and delighted that he took the interest to pass along the information to Salesman Cararas.

News Briefs . . .

RUBBERLIKE GOES MARCHING ON

That unromantic but most useful product, Bird Rubberlike Floor Runner, can now be bought from building materials dealers as well as from stores selling floor covering. A red-top Bird Building Materials bulletin recently made the announcement. Now a householder can go to his lumberyard and at the same time he picks up the lumber for that project his wife has been hounding him about, he can get some Bird Rubberlike for the entryway or space in the basement in front of his workbench.

If schools, restaurants, clubs, stores, or individuals want to buy Rubberlike along with other building materials, they can get everything at the same place.

This sales channel is of course in addition to the new business being developed in large installations through the Industrial Division.



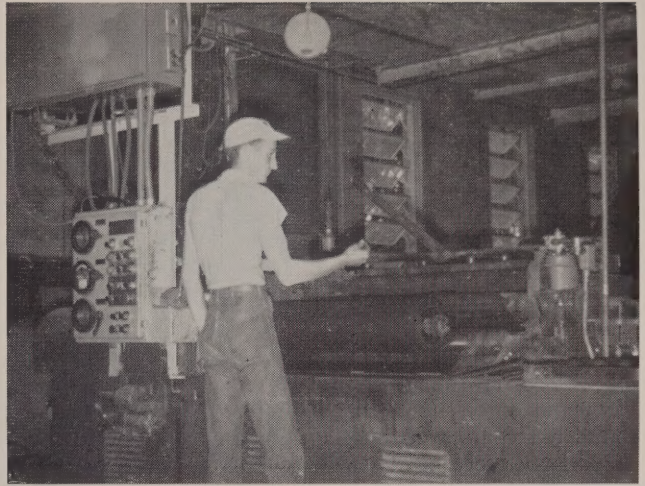
SALUTE TO ANNE. Shortly after she moved to her quarters in the new office, Anne Lindsay, secretary to Mr. Ahlgren, celebrated her 25th anniversary with the company. Inside that shiny package is a portable Hi-Fi record player. Gathered for the presentation are: Back row: Elsie Ahlander, Blanche Libertowicz, Helen Makarevich, Marion Smith, Helen Rafuse, Ruth Doane, Angelina Palladini, Hilda Rafuse, Carolyn Delaney. Kneeling: Helen Goetz and Evelyn Thomas.

NON-STOP TICK

Vernon Stromberg of Phillipsdale received an electric kitchen clock from the U. S. Time Corporation and a letter from John Cameron Swayze in appreciation of his telling them about a Timex wristwatch which he found in the hydrapulper waste still in working order.

TRANSLATOR

Have you been reading "The Chains of Fear," a novel of life inside Communist Russia, which started serially in the Satevepost May 24? Unless you read the back page of that issue you perhaps didn't realize that this novel was translated from the Russian by Christopher Bird, son of Board Chairman Charles S. Bird. Translator Bird is a free lance journalist living in Hawaii. He is the twin brother of David Bird, member of the Bird & Son Board of Directors.



ONLY ONE OTHER LIKE IT, in the country and that's at Norwood Roofing! This is the newly installed automatic winder at Charleston, designed and installed by John Callan and Charles D'Angelo of the Development Engineering Department. The operator here is Hubert Hooks. This is completely automatic, except when there is a break or other trouble at the machine.

The winder at Norwood, installed in 1956, has beaten four company records and over a dozen plant records so far. This one is expected to do the same.

WE MOVED IN OUR OWN BOXES

P. E. Burke Moving and Storage Corporation of Waltham moved us to the new East Walpole office. Their men were much impressed with the Bird solid fibre transfer cases. Modeled on our tomato lug box, these cases were designed especially to carry a complete file drawer of material. Self-locking flaps on the bottom made the boxes easy to assemble and provided a very sturdy box even for the heaviest loads.

P. E. Burke, incidentally, moved some of our East Walpole personnel to Charleston four years ago. Specially designed boxes by BIRD were used then to move the household furniture. (November 1954 Review.)



THE O'MALLEY BOYS, Pat and Andy, who have been getting up steam for Bird & Son's East Walpole Power Plant for more years than you might guess by looking at them. As a matter of fact, Pat is now upholding the honor of the O'Malleys single-handed, since Andy retired from the Boiler Room just a couple of years ago.

EDUCATION at Bird & Son

THIS article isn't about how much education you had or didn't have when you finished school and went to work. This is about the education that supervisors at the Massachusetts and Rhode Island plants are getting in their training classes.

When the boss disappears for an hour at the same time each week, he is attending training conferences to learn to do his job better.

Henry Mathieu, training manager, told the Review about recent projects. Plant and office supervisors have just completed courses on case studies of supervisory problems.

East Walpole and Floor Covering foremen have completed a course on the Foreman's Policy Manual. Supervisors at East Walpole's Main Mill are about to start studying the fundamentals of cost control. "Bob" Anderson of the Treasurer's Department will conduct two sessions in this program.

E. M. Grout, Review editor, has been conducting report writing classes for the technical men at the Norwood Roofing Laboratory.

Materials Handling classes by S. C. "Steve" Traudt of Industrial Engineering are under way for Norwood Roofing supervisors. A report on Mr. Traudt's earlier class was written up in the trade magazines, "Modern Materials Handling" and "Factory Management and Maintenance." Several

requests for outlines of this course have been received by Steve and by Hank Mathieu.

Another course on the fire at this writing is one in communications, to start at Floor Covering. Since "communications" could include everything from sign language to radar blips and is as much concerned with *how* something is said as with what is said, this should be very interesting and worthwhile.

Deaths

Michael Connors, who retired on December 31, 1949, died March 27. He was born in Ireland on New Year's Day, 1881, and had worked for Bird & Son steadily since May 1, 1916. For most of this time he worked in Stock Handling or on the Beaters in the East Walpole Paper Mill. He lived at 290 East Street, East Walpole.

Mrs. Connors survives him.

Michael Curran died on March 30. He had been retired since June 30, 1949 from the Floor Covering Plant where he was an "A" Millwright for many years. Mr. Curran had been employed at Bird & Son since October 19, 1913, and had worked at East Walpole as well as at Norwood. A native of

Ireland and a long-time resident of Norwood at 51 Hill Street, he was in his 78th year.

Mr. Curran is survived by his wife, a daughter, Mary of Norwood, a son, Martin of Virginia and two grandchildren.

Marion Forsys, 41, who was a baler operator at the New Britain Plant, died April 1 as the result of an automobile accident. He had lived at 26 Farmington Avenue, New Britain, Connecticut. Mr. Forsys worked at Bird & Son, both in 1956 and again in 1957, before returning to employment here on February 27 this year. Mr. Forsys was not married.

Peter A. Nielsen, retired, who lived at 128 Fisher Street, North Walpole, died on March 26. He was 73 and was born in Finland.

Mr. Nielsen had come to Bird & Son first in 1915, left, and came back again on February 7, 1916 and stayed until his retirement on June 30, 1950. He worked at No. 1 Box Shop all his life and was a machine operator there.

Surviving Mr. Nielsen are his wife, a daughter, Mrs. Gertrude Fulton, also of Walpole, and a granddaughter.

Joel W. Tammelin died on March 30, at the age of 71. He had retired on July 31, 1950, following many years at the Norwood Floor Covering Plant. Beginning on April 30, 1924, he had worked both in Finishing and as a trap man.

A resident of Norwood at 99 East Cross Street, Mr. Tammelin is survived by his wife, two daughters, Mrs. Aila Guard of Dedham and Mrs. Ora Schlegel of Washington, D.C., a son, Arne Palo of Norfolk, and seven grandchildren. He was a native of Finland.

Frank Armukevich of Floor Covering died suddenly of a heart attack on May 11. He was born in Russia in 1892 and came to work at Bird & Son in 1920 after being in the United States for seven years. He had always worked in Norwood at the Floor Covering Plant. At the time of his death he was an assistant inspector of yard goods in the Finishing Department.

Mr. Armukevich was single and lived at 1134 Washington Street, Norwood. He is survived by one niece, Mrs. Mary Miller, of Long Island City, New York.



GOOD LUCK, GUY! This was taken at a party for Guy Hoyt, former No. 2 Box Shop foreman, as he left to become resident foreman at Manchester. Standing: Nader Kalliel, Ambrose Fitzpatrick, Michael Moses, Tony Montisano, Frank Swierk, William Ford, Joseph

Butler, Alfred DeFlaminis, William Morrissey, Peter Miskinis, Joseph Smelstor, James McGuire and Paul Treeful. Seated: Everett Grainger, Daniel Delaney, Daniel Hurley, Earle Davis, guest of honor Hoyt, Ralph Hall, Robert Patterson, Amedeo DeFlaminis and Robert Holman.

Industrial Division Announces New "Magic" Product **BIRD** **Aluminum Coating**

IN a big black kettle below the Norwood Roofing Laboratory, a new Bird & Son "witches brew" is being concocted.

This brew is the new product, Bird Aluminum Coating. It's being marketed by a new division too — the Industrial Division, which was announced in the April Review.

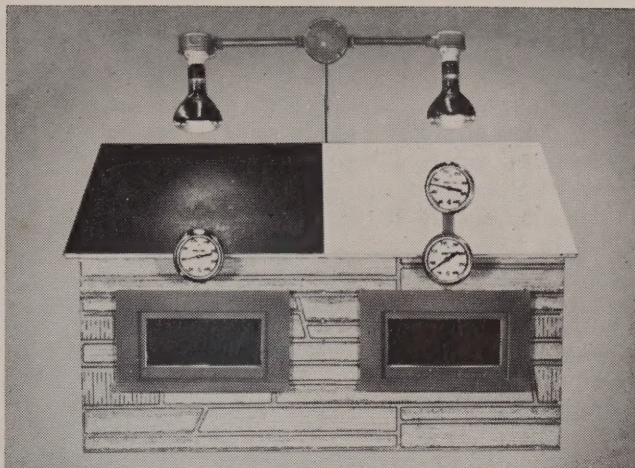
Witches are concerned with things supernatural. You'd think there was something supernatural about what this new coating can do if you didn't know better.

Bird Aluminum Coating on the outside of a building, either on roofs or walls, makes the inside much, much cooler on a hot day. In this scientific age we discount the broomstick ladies, for we know that useful metal, aluminum, reflects heat, tosses back the sun's rays.

The aluminum does something else, especially for roofs. It preserves the asphalt as well as keeps out the heat. The Norwood Roofing Laboratory men who created this product point out that ultra-violet light from the sun eats into asphalt and makes it eventually go to pieces. It follows that as the sunlight is kept out, the life of the asphalt is lengthened.

This new Bird product is a liquid of minute flecks of aluminum, plus asphalt, asbestos, and solvents. The purpose of the asbestos is to reinforce the coating, in much the same way that steel is used to reinforce concrete. Bird aluminum coating can be applied with brush or spray gun.

Ten years ago John Lukko developed an aluminum coating at the Roofing Laboratory under the direction of F. P. Reynolds, director of research, and Chief Chemist Stanley Sallie. The time was not ripe for its promotion then. Now B. V. Johnson, general manager of the Industrial Division, believes there is an important place for Bird Aluminum



DEGREES COOLER inside when Bird Aluminum Coating is applied to roof of this little model house. This demonstrates how the sun's rays can be bounced off farm buildings or other roofs which without the new product absorb tremendous amounts of heat.

Coating. He foresees its use on big industrial buildings, institutions, farm buildings, and in some cases on dwellings.

Manufactured at the Coating and Cement Department under W. R. Bearce, foreman, Bird Aluminum Coating can be shipped directly from the plant to the large consumer in 55-gallon drums. These weigh around 400 pounds. It can also be purchased in smaller units.

The product is such that other Bird plants could quite easily set up equipment for making it.

Competitors? Naturally. How many wanted products on the market are produced by just *one* company?

NEIGHBORLY NOD

We note that Building Materials Sales is offering a new Reflecto-Barrier which has been okayed by our neighboring business on Route 1, Norwood, the Factory Mutual Insurance Company. This new product of Monsanto Chemical, for use on built-up roofs, is a fire-retardant vinyl film, together with a fire-retardant adhesive.



ACROSS THE BORDER. Two-way communication of technical information happens each year when chemists from Massachusetts meet with Canadian counterparts from Building Products, Ltd., Montreal. Building Products people are indicated by symbol (BP). Seated: E. L. Chamberlain, vice president; Leonard Long, president (BP); Leslie J. and James Kemmler. Meeting in May was at East Walpole.

Newton, director of research and development (BP); Charles E. Turner, vice president (BP); Back row: D. A. Ley (BP), Stanley H. Sallie, Howard Hadfield, Carroll Homan, Kenneth Ramsey (BP), Leonard Weaver, Frank Reynolds, director of research; Henry E. Saint-Amour (BP), Donald J. Smith (BP), James Twohey, James Jackson, Roy McQuillan

Names in the Suggestion News

PHILIP HOLDEN, Norwood Roofing Shipping Office, is richer by \$300. Last month he was called before the Administrative Committee to receive a check for this amount in recognition of his suggestion, "Disposable Pallet." A special disposable wooden pallet, designed as the result of Holden's suggestion, is now in use both at Norwood and Chicago, showing good savings at both locations.

In the past two months eight people have received the additional award of \$20, each of them having reached a total of another five accepted suggestions:

Dominic Bright, FFG
Bernard DeSavage, FFGA
John Green, FFM
Irving Munchbach, FBPM9

Everett Pyne, FBPM1
James T. Smith, FBPM1
James Surette, FBQ
Stephen Tomaszewicz, FBB

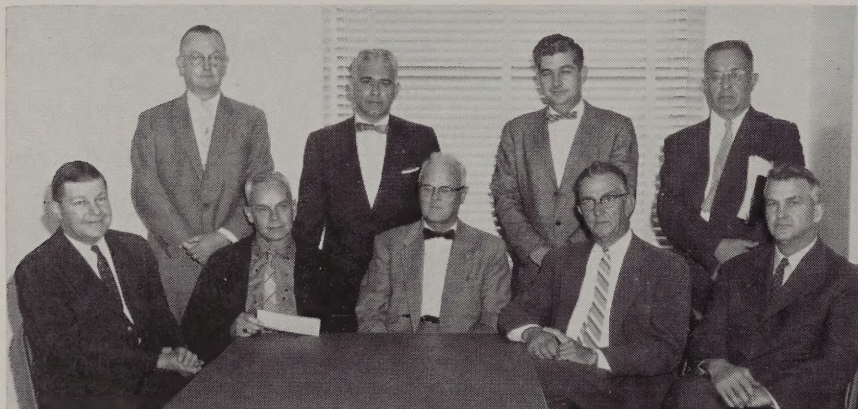
Regular awards in April:

Alessandro Alessandrini, FBPM1	\$20
Elmer Barron, FBE	20
Bernard DeSavage, FFGA	25
Peter Didick, FBM	20
John McDonald, FBV	20
Edward Moore, FCM	20
Leon Morrison, FBPM1	40
Matthew Pino, DPM	20
A. Carleton Rafuse, FFG	20
James T. Smith, FBPM1	20
Charles Solbo, FBPM1	20
Frederick Stahnke, FBPM9	20
Antonio Tirocchi, DPM	20
Stephen Tomaszewicz, FBB	45
Joseph Watkins, FBPM9	20
William Wittenberg, Jr., FCM	20
Anthony Basilici, FBPM9	5
David Bethel, Jr., DPI	5

William Brebach, CEW	5
Joseph Carchedi, FBPM9	5
John Dearnaley, FBM	5
Michael D'Espinosa, FFJS	5
Nunzio Galano, FBPM9	5
Roland Gervais, FBPM9	5
Stanley Jezulewicz, FBV	5
Clifford Johnson, FFG	5
Edwin St. John, PFL	5
Clarence Young, FFG	5

Regular awards for May:

Augustine Brown, FFT	\$20
Warren Cherry, FFN	45
Rocky Chiofar, FBPM7	20
Thomas Concannon, FBV	20
George Davis, FKW	20
Donald Gillis, FBPM5	40
John Green, FFM	40
James Hanlon, FBPM9	20
Daniel Hourihan, DPIF	20
Tony Marzuolo, FBPM1	20
John Mitchum, FKW	20
Irving Munchbach, FBPM9	20
Edward O'Rourke, FBPM9	20
Joseph Purpura, FBN	20
Everett Pyne, FBPM1	20
Jessie Reid, FC	20
James Surette, FBQ	40
Frederick Vietze, FBE	20
Joseph Watkins, FBPM9	20
Dominic Bright, FFG	5
Peter Didick, FBM	5
John Donohue, FBPM6	5
John Down, FFF	5
John Famolle, FBPM1	5
Philip Leon, FSPM1	5
Raymond Nolan, DPP	5
John Phillips, FFJ	5
Theodore Pierce, FBM	5
Joseph Roslauskas, FBV	10
Ralph Sweinimer, FBR	5
Henry Thomas, FBPM1	5
Andrew Wright, FBM	5
Patsy Famiglietti, FBF	15
William Haggerty, FBV	15



SPECIAL AWARD of \$300 to Philip Holden Norwood Roofing expeditor and dispatcher, for his suggestion, "Disposable Pallet." The check was the first to be presented at the new office. The meeting was held in the Credit

Union conference room. Seated: C. A. Sumner, Mr. Holden, President A. H. Anderson, W. C. Ahlgren, W. R. Wright. Standing: Fred Picard (Holden's foreman), J. J. Murphy, L. P. Aherne, H. S. Hanna.



DOUBLE DECKING OF ROLLS proved a profitable idea and brought a special award of \$160 to Anthony Utorka, Norwood Roofing Shipping supervisor. In the front row are E. L. Chamberlain, Fred Picard, Anthony

Utorka, A. H. Anderson, C. A. Sumner. Back row: H. O. Woods, C. L. Walton, W. R. Wright, Warren Anderson, J. J. Murphy. Mr. Utorka's award was noted in the April Review.



GOLDEN WEDDING anniversary celebration for Mr. and Mrs. Harry A. Dresser took the form of an open house party on April 29. Over 200 guests called to congratulate them. Many beautiful gifts were received. Harry, former plant engineer at Norwood Roofing, retired in 1950.

Long Service List

June

Employees

Name	Year	Dept.	Years
James F. Maroney	6-12-12	Maintenance	46
Francis A. Massey	6-15-12	Paper Mill	46
Patrick O'Malley, Jr.	6-8-17	Power Plant	41
Francis V. Sheehan	6-25-17	Flooring Plant	41
David E. Bowles	6-3-19	Maintenance	39
James B. Maguire	6-23-19	Box Sales	39
August Petrova	6-23-19	No. 2 Box Shop	39
Frank S. Clem	6-30-20	Floor Covering	38
Constanti Lewicki	6-20-21	No. 1 Box Shop	37
Pierino Palazzi	6-20-21	Roofing	37
Carl L. Johnson	6-22-21	Floor Covering	37
Sabino Perniola	6-6-22	Roofing	36
Edward J. Geraghty	6-26-22	Maintenance	36
Angelo Melino	6-28-22	Roofing	36
George E. Goodwin	6-12-23	Floor Covering	35
Richard T. Murphy	6-25-23	Floor Covering	35
Samuel J. Steele	6-9-24	Floor Covering	34
Mario A. Boragine	6-9-24	Power Plant	34
Anna G. Smith	6-16-24	Office	34
Margaret B. Owens	6-22-25	Office	33
Emilio Nicastro	6-29-25	Maintenance	33
Pauline L. Rafuse	6-7-26	Office	32
George S. Johnson	6-11-26	Floor Covering	32
Evelyn M. Wadleigh	6-21-26	Office	32
Ernest W. Oakes	6-20-27	Paper Mill	31
Mary I. Geary	6-20-27	Office	31
Alfred M. Kendall	6-5-28	No. 1 Box Shop	30
Raymond F. White	6-18-28	Office	30
Lambert J. Anderson	6-20-28	Office	30
James A. Schuller	6-28-29	Finishing Mill	29
Martha C. McLaughlan	6-5-30	Office	28
Blanche A. Libertowicz	6-16-30	Office	28
Wylie G. MacIvor	6-8-31	Assist. Treas. & Credit Mgr.	27
Jarl A. Johansson	6-8-31	Paper Mill	27
Peter F. Glebus	6-1-33	Paper Mill	25
Willard R. Jonah	6-6-33	Floor Covering	25
Pauline Ransow	6-6-33	Office	25
Louis H. Camelio	6-21-33	Floor Covering	25
John R. Finningham	6-22-33	Floor Covering	25
Thomas L. Paquette	6-22-33	Floor Covering	25
William F. Heino	6-22-33	Floor Covering	25
Adelard Blais	6-26-33	Paper Mill	25
Robert M. Deane	6-29-33	Floor Covering	25
George H. Sullivan	6-14-43	No. 1 Box Shop	15
John J. Foley	6-21-43	No. 1 Box Shop	15
Robert A. Moore	6-21-43	Shoe Carton	15
Edward A. Keefe	6-2-48	Roofing Plant	10
Abel S. Michael	6-2-48	Roofing Plant	10
Santo Damico	6-28-48	Office	10
Frank Bevino	6-15-53	Paper Mill	5
Helen Bickford	6-22-53	Office	5
George C. Dexter	6-22-53	No. 1 Box Shop	5

PHILLIPSDALE

Albert G. Carlson	6-9-20	38
Anton S. Vargas	6-10-22	36
Joseph L. Braga	6-4-23	35
Arnold F. Manchester	6-9-27	31
Anthony J. Matonis	6-13-33	25
Joaquim Ferreira	6-29-43	15
George J. Bouchard	6-5-53	5

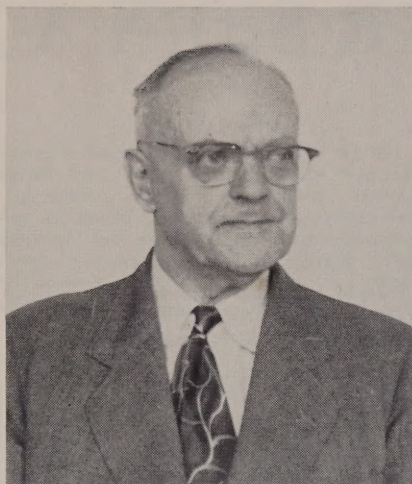
CHICAGO

Frank P. Maggerise	6-26-33	25
Joseph H. Chu	6-2-43	15

July

Employees

Name	Year	Dept.	Years
Joseph A. Sheehan	7-23-15	Paper Division	43
William Lewicki	7-6-16	Paper Mill	42
Eli L. Chamberlain	7-31-16	Vice Pres. Bldg. Mat. Div.	42
Tony Simkus	7-23-17	No. 1 Box Shop	41
Marion F. Smith	7-1-18	Office	40
Howard S. Whitney	7-6-20	Paper Division	38
John L. Geraghty	7-14-21	No. 2 Box Shop	37
Patrick F. Rogers	7-15-21	Office	37
Herbert A. Schaefer	7-5-22	Office	36
Michael Kozloski	7-7-22	Paper Mill	36
Frank H. Vietze	7-23-23	Office	35



JUST RETIRED. Leroy "Roy" Fullerton of 396 Common Street, Walpole, retired as sample maker at No. 2 Box Shop, at the end of April. He started at Bird & Son on August 30, 1913, and worked steadily at either No. 1 Box Shop or No. 2 Box Shop as inspector and sample maker for almost 45 years.

Felix J. Counter	7-8-24	Floor Covering	34
Albert V. Duffy	7-11-24	Floor Covering	34
Edward B. Holmes	7-21-24	Box Sales	34
Ambrose E. Fitzpatrick	7-3-25	No. 2 Box Shop	33
Earle C. Davis	7-6-25	Sales Mgr. Sp. Papers Div.	33
John J. Cooke	7-8-25	No. 1 Box Shop	33
Charles F. Haak	7-8-25	No. 1 Box Shop	33
Carl E. G. Johnson	7-8-25	No. 1 Box Shop	33
Gladys K. Noddin	7-13-25	Office	33
Michael J. Connolly	7-15-25	Floor Covering	33
James M. Sheptycki	7-16-25	Floor Covering	33
Thomas P. Durkin	7-21-25	Floor Covering	33
Frank Michienzi	7-21-25	Roofing	33
Wesley C. Ahlgren	7-1-26	Secretary and Treasurer	32
Stuart M. Farris	7-6-26	No. 2 Box Shop	32
Harold Watson	7-13-26	No. 1 Box Shop	32
Herman T. Barker	7-18-27	Paper Mill	31
Julia Lewis	7-2-28	Office	30
Victor P. Taggart	7-7-28	No. 2 Box Shop	30
Steven D. Wilson	7-9-28	Floor Covering	30
John W. Hunter	7-9-28	No. 1 Box Shop	30
Newell W. Tibbetts	7-10-28	Roofing	30
Domenick DelGrosso	7-10-28	Roofing	30
Ellior E. Webber	7-24-28	Floor Covering	30
John Terpstra	7-27-28	Paper Mill	30
James O'Sullivan	7-27-28	Floor Covering	30
Earl O. Boyden	7-30-28	No. 1 Box Shop	30
Albert F. Gilmore	7-1-29	Paper Mill	29
Perley H. Mudgett	7-1-29	Paper Mill	29
Edgar B. Bigelow	7-18-29	No. 2 Box Shop	29
William J. McEntee	7-2-31	Office	27

William W. Ford	7-1-32	Roofing Sales	26
Carmelo Gugliotta	7-1-33	Floor Covering	25
Sienna G. McDavitt	7-1-33	No. 1 Box Shop	25
Patsy Solbo	7-1-33	No. 2 Box Shop	25
Amedeo DeFlaminis	7-1-33	No. 2 Box Shop	25
George Decar	7-1-33	No. 2 Box Shop	25
Donald M. Ross	7-6-33	Paper Mill	25
William H. Barrett	7-10-33	Floor Covering	25
Daniel O'Gorman	7-10-33	Floor Covering	25
John W. Siegmund	7-18-33	Maintenance	25
John Ventresco	7-24-33	Roofing	25
Eric T. Soderlund	7-26-33	Floor Covering	25
Fiorino V. Felici	7-27-33	Paper Mill	25
Lawrence M. Hassler	7-27-33	No. 1 Box Shop	25
Gordon Ginn	7-31-33	Floor Covering	25
Percy O. Russell	7-31-33	Floor Covering	25
Tony Marzuolo	7-31-33	Roofing	25

Ernest G. Paciorkowski	7-31-33	Floor Covering	25
Michael J. Sadaway	7-31-33	Maintenance	25
Joseph L. Coburn	7-31-33	Paper Mill	25
Daniel H. Delaney	7-31-33	No. 2 Box Shop	25
Harold R. Bonnyman	7-5-38	Sales Mgr., Fibre Box Div.	20

James D. Conrad	7-7-38	Roofing Sales	20
Robert L. Dorman	7-6-43	Floor Covering	15
Edward A. Stasis	7-9-43	Power Plant	15
Charles J. Malacaria	7-19-48	Paper Mill	10
John V. Smith	7-19-48	No. 2 Box Shop	10
Gordon J. Massey	7-23-48	Floor Covering	10
Pio Colageo	7-2-53	Maintenance	5
John Sipielka	7-13-53	Paper Mill	5
Harriet A. Sutherland	7-20-53	Office	5
John J. MacLeod	7-27-53	Military Service	5

LEWISTON

Ralph Maxim	7-19-48	10
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PHILLIPSDALE

Joseph C. Betencourt	7-28-20	38
Hjalmar Hyrske	7-10-26	32
Joseph Borges	7-19-27	31
Francis E. Hall	7-2-28	30
Joseph E. McBride	7-25-29	29
Joseph A. Queenan	7-10-33	25
Dudley P. Perry	7-31-33	25
Arthur Trudell	7-31-33	25
Giovanni Olivieri	7-29-43	15

CHICAGO

Nicholas Ahrens	7-6-22	36
Anthony Soltan	7-4-25	33
Rose L. Fox	7-13-43	15
Dudley Donelson	7-16-53	5
John Simpson	7-16-53	5
Elvin James	7-28-53	5

SHREVEPORT

Thomas D. Blanchard	7-15-38	20
Frank D. Zellner	7-20-53	5

GLENWOOD

Orville E. Caldwell	7-14-48	10
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CHARLESTON

Baker L. Sears	7-21-24	Sales Mgr. So. Atlantic Dist.	34
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FORTY-FIVE YEARS for Bird & Son. This remarkable record was achieved by Helena White, Auditing, on May 8. Among the scores who congratulated her that day were George Smith, John Rambeau, Frank Vietze and George Nelson from her department.

PERSONALS

Your Review Reporters

Caroline Gomes
Louisa Graham
William Grazado
Kay Hedin
Janet Laber
Julia Lewis
Muriel McDonald
Rita Petroni
Doris Reardon
Mildred Sanborn
Julia Smith

Louis Avanzini
James Barnes
Frances Clare
Thomas Flood
Milton Gardner
Edward Geraghty
Elna Gottberg
John Kalis
Frank Nyborn
Edward Wisniewski

Ramona Chicoine
Miriam Hill
Patrick Silvestri
Robert Tauber

Catherine Brady
Joseph Butler
William Ford
Augustus Smith

Arthur Armour
Julius Aukstolis
Joseph Carchedi
Mary Driscoll
John Folan
Arthur McKenna
Michael Meomartino
Joseph Nevins
Ruth Phelan
Francis Wall

Thomas Blundell
Charles Cobb
George Grover
Dorothy Hawes

Nazareno Lori
William Melish
Joseph Radzevich
George Shackley
Frank Shumski
Joseph Wall

Helen Lane
Joan Walmsley

Ann Masters

DioLinda Gomes

Leslie Howard
David S. Lowry
Ray Nolan
Manuel Oliver
Allen Perkins
Arthur Trudell

Joseph Blackman
Rose Fox
Robert W. MacLeod
Virginia O'Brien
Martin Pearce

Lucille Burrow
Kent Colvin
Anne Eddy
John E. Evans, Jr.
Frank Markham
D. L. Oliver, Jr.
Richard Potter
Edwin Sompayrac
Willie L. Smith

Hurcil Cowart
Robert Stewart

Kermit Mann
Ray Marston
William Price
James Robinson
John Wyndham

Albert Boonstra

Robert Ladd

Main Office

C. S. "Cher" Newell of Industrial Engineering was honored recently by being named a Fellow of the Society for the Advancement of Management. A citation was presented to him at a dinner meeting held at the University Club, Boston.

Great goings on among personnel in Personnel as Bunny Woolley and Ann Lukow both prepared for the weddings of their oldest child. Ann's daughter Joanne (of General Accounting) was married on May 25 to Daniel Leary of Walpole. The wedding was held at St. Mary's Church, Wrentham, and the young people went to Canada on their honeymoon. June 21 is set as the date for the marriage at Ann Arbor, Michigan, of Carl Woolley to Judith Roxey, both students at the University of Michigan.

Florence MacDonald of the Office has just left on a trip to the West Coast in the company of brother-in-law Bill Carr, "A" millwright at Roofing, and her sister, Mrs. Carr, and friend Olive Sleeper, telephone operator at Bird Machine Co. Besides doing the sights, they plan to visit in Seattle a brother of Florence and her sister, whom they have not seen for some years.

Kay Hedin and Doris Reardon are welcomed as new reporters in the Office.

The Credit Union girls received a card from Mr. and Mrs. Roger A. Eastman, newlyweds. The bride is the former Alayne Whitaker of this department, who was married on May 17 at the Evangelical Congregational Church in Canton. Roger is an auditor.

One of the more unusual winter vacations was that of Velma Cobb who flew to Guantanamo Bay, Cuba, to visit a cousin and had a hair-raising time getting out during the Cuban Revolt.

Mary Silva became the bride of Vytenis Sitkauskas on April 27 at St. Mary's Church, East Walpole, in a double-ring ceremony. Two of Mary's attendants were Alice Bardol and Harriet Sutherland, both of the Office. The couple honeymooned in Virginia.

Caroline Cogswell Gomes and new hubby Danny are back from their honeymoon traveling to the Skyline Drive and Virginia. They were married at the United Church, Walpole, on May 10.

Hank Mathieu has recently been named chairman of the Leadership Committee of the West District, Old Colony Council, Boy Scouts of America. Hank, whose son Wayne is a Cub, will be responsible for the training of leaders for Cubs, Scouts and Explorers.

Charles A. Sumner, Floor Covering Division vice president, has been appointed to the Committee on Marketing by the National Association of Manufacturers.

Jacqueline (Jackie) Hemmer and Barbara Thorne, both graduating from Walpole High this June, are working in the office.

Marie Evans and husband are building a new home in Norfolk and hope to be in by late summer.

Gordon Smith of the Accounting Department is graduating this year from the Bentley School of Accounting.

John J. Murphy, director of personnel, keeps adding to his list of speaking engagements. In April he was the main speaker before the Industrial Management Club of Keene, New Hampshire. Then in one week in May he was master of ceremonies in Boston at the Massachusetts Industrial Nurses Association annual chapter meeting; the next evening, toastmaster at the All-Sports Banquet at the Norwood High School. Our Bird plant nurses, as well as Page Bunker of personnel, attended the Boston meeting, when the Rev. Daniel J. Linehan, S.J., Boston College geophysicist and Antarctic authority, was the guest speaker.

Alma Aldrich left the Traffic Department in April to get started with the business which she and her husband are entering. They have bought a restaurant, The County Fair, in Damariscotta, Maine.

New Western field manager Walter W. Wright had a funny thing happen when he



PRESIDENT'S FORTIETH anniversary was celebrated with a dinner May 6 at the Lafayette House. He was given an inscribed desk set. Front row: J. J. Murphy, R. A. Wilkins, W. C. Ahlgren, guest of honor A. H. Anderson, E. L. Chamberlain, C. A. Sumner, F. K. Becker, P. I.

Knight. Back row: E. R. Pulsifer, W. H. Anderson, E. H. Coleman, W. G. MacIvor, B. V. Johnson, Joseph Erker, J. A. Rambeau, J. G. Callan, F. P. Reynolds, H. O. Woods, R. H. Hall, R. T. Murphy, H. R. Bonnyman, J. J. Burke, H. F. Davis, H. S. Hanna, W. R. Wright.

checked in at a Portland (Oregon) hotel recently. He signed the register and then wrote under the company name, Bird & Son. The clerk must have looked at the wrong column, because he wanted to know if he had two in his party. Walter said, no, why? And the clerk said he thought he had registered himself and son.

GI Mahlon Johnstone, former messenger, writes from Frankfurt, Germany, that he's planning to take in the Brussels World's Fair over a week-end soon. He's flying and going equipped with both movie and 35 mm. film.

Marie Auciello of Credit and Wilfred St. Cyr were married on May 25 at St. Mary's Church, East Walpole. Delores Motte of the Mail Room was a bridesmaid. The couple honeymooned in Canada.

East Walpole Mills

Production and Power

Frances Clare is welcomed as a new reporter for the Review. Sorry she's been out sick, but we think she'll be back when you read this.

George Blair and his wife recently spent a week in Washington, D. C. Daughter Patricia, just finishing her freshman year at the University of Massachusetts, has been chosen as one of 17 freshman girls to belong to the women's honorary service organization. She has also been elected a class representative.

Jack Holliday is home after recent hospitalization and we hope he'll be back soon.

Earle Quimby has transferred to the Power Plant from Paper Mill Stock Transfer.

Great excitement one morning in the Mill Office when Jenney Wasilunas came in wearing a beautiful new diamond. The lucky man is Al Shameklis. Jenney says they have no definite date for the wedding.

Alfred J. Mucciaccio, No. 3 Paper Machine tender, is the proud father of a new

high school graduate. His daughter, Jo-Ann, gets her diploma from Dedham High on June 6. She's going to IBM School.

John Poulousky, retired, and his wife were given a golden wedding anniversary celebration by their family and friends on June 8. Taking a big part in the arrangements was their daughter, Alice, one of their four children, who is in the office at No. 2 Box Shop. An important part of the day was the gathering at the church, St. George's (Lithuanian) Church, where there was a mass, the same as when they were married.

Finishing Mill

Two new babies to report: Robert Graves has a new son, David Earle, born April 24. On May 2, Robert Farnell was presented with a new son, named Robert Scott.

Charles Sabonis traveled to Shenandoah, Pennsylvania, for the dual purpose of taking a vacation and attending the wedding of friend and fellow employee, Peter Jakobowski of No. 2 Box Shop.

No. 2 Box Shop

Best wishes to Leroy Fullerton, who has retired from his long-time job of sample maker.

Taking over the work of sample maker is Joseph Gianetti, who has our best wishes for his new job.

We all hope that Billie Duquette will be back with us soon after his recent accident.

Eino Heikkila is all smiles on becoming a grandfather for the first time. The new grandson is in California. Mrs. Heikkila is going out to see the new baby while on a

Shopping Around

EXPERT WATCH REPAIRING. Agent for RODANIA fine Swiss watches, all 17 jewels or more, many styles and prices, fully guaranteed. Ask for descriptive folder in full color. Ralph L. Watson, 36 Hutchinson Rd., Walpole. MOn-trose 8-2824.

bus trip to the West Coast. She and Gertrude Jalkanen of the No. 2 Box Shop Office are traveling together and will spend a month starting early in June. Gertrude has some relatives out there she wants to look up too.

Another happy grandpa is Anthony Montisano, whose daughter presented him with a new granddaughter.

New babies here are Winfield Bell's new son, David Allen, and Mason Clark's son, William Robert.

Bill Ford is a new reporter here. Welcome!

Norwood Roofing

Luigi Cicolani had hard luck starting off the summer season. He fell from the roof of his summer place in New Hampshire, hurt his back, and finally landed in the Norwood Hospital.

Stan Sallie, chief chemist, has been named to the National Defense Executive Reserve by U. S. Secretary of Commerce, Sinclair Weeks. This reserve group of some 700 industrial executives is formed to assist the government in the event of enemy attack.

Joceyln Pratt, daughter of John Pratt, electrician, has accepted a position as social service worker with the Red Cross and is assigned to the Naval Hospital, Portsmouth, Virginia.

Anthony Torres of the Roofing Office has completed his first year at the Bentley School of Accounting and Finance.

Fred Turco, foreman, has been appointed vice president of the Little League of Walpole.

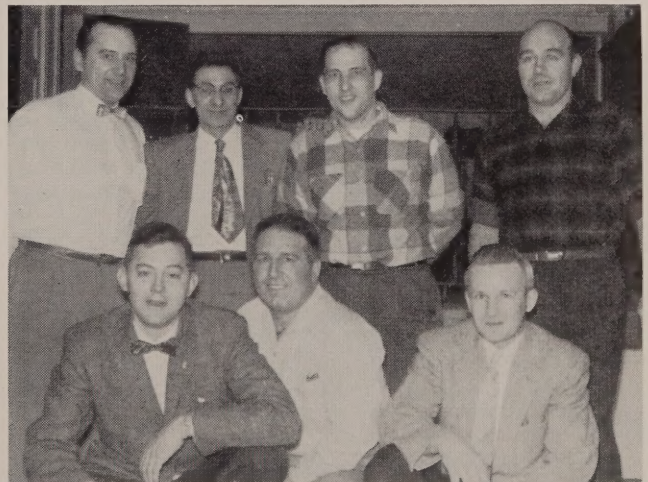
Joe Cadero, draftsman, is manager of the Walpole Little League Indians, and Garrett Barry of the Roofing Office is assisting him.

Floor Covering

Tom Hopkins has left the Laboratory after 17 years to work for Uncle Sam in



REGIONAL MEETING in Far West was called recently by Field Manager W. W. Wright to brief his salesmen on latest developments in floor covering: W. W. Wright, C. J. Gasiewski, F. W. Jakel, Collins Cook, R. J. Hill, Jr., Albert Urban.



NEWLY-ELECTED officers of the Tri-Mill Sports Club: Back row: Victor Leontie, President; Louis Camelio, Tony Lasky and Joe Mussi. Front row: Robert Weger, Secretary; Aldo Bertoni, Edward Kniolek. All not listed otherwise are directors. Weger is an electrician at East Walpole. All others work at Floor Covering.

Floor Covering

(Continued)

the U. S. Postal Service at Norwood. At a farewell party at the Colonial Inn, Medfield, Tom was presented with a purse and cartons of cigarettes before a large crowd of Bird & Son friends.

Bernard DeSavage, Jr., son of Bernard and Helen DeSavage, both of this plant, is going to work this summer in Naval Ordnance at White Oaks, Maryland. Bernie, whose field is physics, is finishing his junior year at Boston College. After he graduates he plans to go on and get his doctor's degree in physics.

Carol Hunt has left the Office and is now Mrs. Frank Clerici. Frank worked in the Lab before entering the service. The girls here gave Carol a party at the Lord Fox before her wedding.

Steve Cavanaugh has been home from the hospital following an illness that kept him on the danger list for a while. We are happy he is on the road to recovery.

Marylee Gibadlo has been sunning on the banks of the Neponset during her lunch hour getting a start on a tan. Marylee spends her vacation at her summer cottage on the Cape and really has a tan at the close of summer.

Bob Bowler, former Lab employee, is with the M.P.'s stationed at Camp Gordon, Georgia.

Tony Aurretto of the Lino Department and his wife were surprised with a party given by friends and relatives on their silver wedding anniversary.

Lewiston

Janet Walmsley an early vacationist, flew to San Francisco to visit friends. From there she went to Los Angeles where they saw Hollywood and Disneyland. They also visited Squaw Valley and Reno, Nevada. Janet who has been with Bird & Son for the past 10 years will be leaving soon to work for the New England Telephone Co. We sincerely wish her the best of luck.

Barbara and Donald Briggs (former Bird employees) are the parents of a baby girl born April 14th.

Our sympathy to Guy Houghton and family on the recent death of his mother-in-law, Mrs. Annie Kelleher.

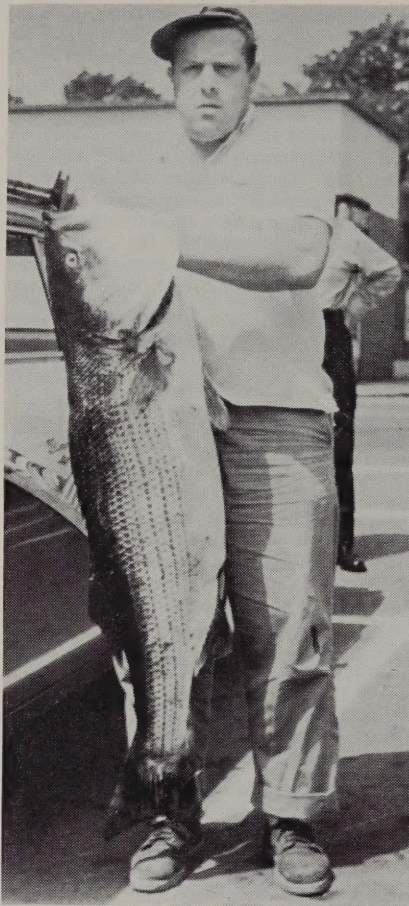
New Britain

JoAnne Ravagnani, former office clerk, was blessed with a set of twin girls on May 12. Mother and daughters are doing fine. At this writing the girls are still in the hospital, but will be home soon to join the happy family.

DioLinda Gomes is welcomed to the Review reporters family. She is office clerk, taking JoAnne's place as reporter. (Editor)

Stanley Mackiewicz, printer slotter operator, is now the proud father of a bouncing baby boy, Stanley, Jr.

We were saddened by the sudden death of Marion Forsys. He was killed by an automobile on April 1.



BOB ROBY, East Walpole paper inspector, with 51-lb., 4 oz., striper caught in Cape Cod Canal last August, winning Lockport Felt Co.'s Tenax Fishing Contest and \$100 bond. Now this picture is an official entry blank for Tenax 1958 contest.

We welcome the following new employees to the Bird Family: Betty Talbot, Office; Robert Audibert, taper-finisher operator; and Zygfryd (Paul) Anders, slitter-scorer operator.

Phillipsdale

Les Howard, foreman of shipping has been awarded a gold badge in appreciation of his 28 years of service with the Massasoit Hook & Ladder Company of Warren, Rhode Island. Les is Captain of his company, director of the R. I. Fire Chiefs Association and vice president of the State Firemen's League.

We are sorry to hear of the illness of Henry Dutra of Insulating Board Finishing, Joe Fisher of Shipping and Charles Champ-lin of the Insulating Board plant. We hope that with the warm weather these men will be able to come back to work.

Paul Johnson has been made First Deputy Chief of the Phillipsdale Fire Brigade taking the place of Les Howard who has resigned after years of service.

Many of the Phillipsdale people attended the party for Mr. and Mrs. Henry C. Phelps on February 26, the occasion being the celebration of their 50th wedding anni-

versary. A very pretty card from the Phelps was received as a thank you note.

Our bowling league got off to a late start, but ended after 24 weeks with a party at Lindy's. Audrey Perry and Joe McBride bowled every night.

Those who were awarded prizes were the following:

High Average, Bill Kanoski
High Three, Angelo Medici
High Single, David Seeley
Second High Avg., Joe McBride
Second High Three, Matt Pino
Second High Single, Armand Roy
Ladies High Single, Audrey Perry
High Team Single, Cork Tip
High Team Three, Regulars
First Place Team, Filters
Second Place Team, King Size

Anne Knight, daughter of Paul Knight, has just been installed as Worthy Advisor of the local Rainbow unit.

Chicago

W. W. Wilson, retired and former Western manager in Chicago, informs us that the Wilsons are certainly enjoying their new granddaughter, the first girl in three generations.

We extend a warm welcome to the new members of the Bird Family. Margaret Brown and May Schaller are in the office and R. L. Moore and W. E. Johnson are sales representatives.

We note that the Fraziers, bird watching fans, were finally rewarded for their alertness. We read in the "Watching the Birds" column of the Chicago Tribune: "Mrs. Donald E. Frazier of Oak Lawn said she and her husband (Chicago Plant superintendent) never had seen evening grosbeaks in seven years of watching until recently, when a pair visited the Frazier feeding station."

We are glad to report that Marge Hoey of the Stenographic Department is making fine progress in her recovery from a broken hip, which she suffered as the result of a fall.

Shreveport

The week of May 4, the Shreveport Plant was perched uneasily on an island. The water from the overflowing Red River was rising slowly around us, creeping closer to the back of the plant all the time. However, we have a good levee behind us, so we felt rather safe. Many of the roads had been under water for some time; the rivers and lakes overflowed the surrounding terrain and forced a number of our employees, along with many of their neighbors, from their homes. (Later: The plant remained untouched in spite of fears of serious trouble.)

Liddy and Al Harper (he is one of the Texas salesmen) have a new daughter born April 6. She has been named Susan Kay.

Donald Edward Jones, son of Robert E. Jones of the Shipping Department, is graduating from Byrd High School this year. He plans to join the armed services when his studies are completed.



GOLF LESSON. Texas roofing salesman L. G. Houston gets his instructions the easy way from two top professional golfers, Jo Ann Prentise and Alice Bauer. These winsome ladies were house guests of the Houstons while in Beaumont, Texas, playing in the Babe Zaharias Golf Tournament.

Larry Sanford, who has just come to the office full time, was a Distributive Education student at Fair Park High School this past year and worked here part time. When Ed Sompayrac, representing Bird & Son, attended Larry's class dinner, he was surprised and delighted to find that Larry was class president and did a fine job as MC that evening.

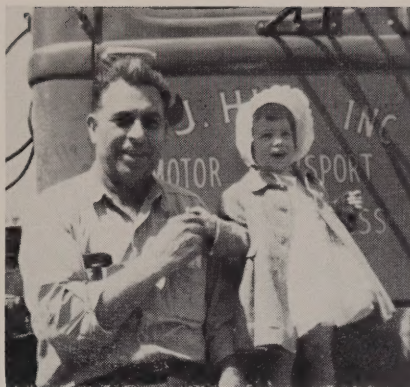
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The gaily festive Holiday In Dixie held annually in Shreveport was almost cancelled this year because of rain. Parades were postponed or held during rain. A number of interesting events had to be dropped from the program because of the inclement weather. For nine days we had rain, hail and then more rain.

Shreveport Softball

THIS summer Bird & Son will again field two softball teams in the city recreation leagues.

The white mens' team, which in the last three years has won championships in three different leagues, will try to make it four in a row this year by entering the Business League. The competition in this league is considerably faster than in last year's Goodwill League. It will be quite a feat if our boys can make it four straight. O'Leary Ladner and Huey Humphrey will share the pitching duties and the rest of the team will be about the same as last year with the possible exception of Phil "Old Folks" Johnson who claims he is



BIG THRILL to see the truck grandpa drives. This is little Theresa Williams, granddaughter of Domenic Long of W. J. Hill, Inc. Looks to us as if grandpa was thrilled, too, to have Theresa visit him.

too old and will probably be turned out to pasture.

The colored men will again compete in the Metropolitan League this year. Although the team has yet to win the league championship, Manager Milton Chapman thinks this will be the year as he has some new talent to go along with last year's regulars. The pitcher will again be James "Glucose" Ledbetter. The team opened their 25-game schedule on the night of May 12.

Charleston

Now that Charleston is supplying more granules to Shreveport, the Granule Plant really turned up their "concaves" (part of crushing equipment) and made a record for last week in tonnage of granules crushed and colored.

John Nelson, III, 8 lbs. 2 oz. was born April 26, to John and Lois Nelson.

Welcome to our new salesman in North Carolina, Dan S. Clarke, Jr. of Hickory, who started with us on May 10, 1958.

Dan is no newcomer to the building materials trade as he was employed with a building supply dealer in the same territory which he is presently working, from Sept. 1951 until his coming with Bird & Son.

"Have truck, will travel" became the title of a Bird customer recently. With his roofing materials in the truck this applicator went from door to door selling his roofs and applying them all in a packaged deal.

Baker Lee Sears, Sales Mgr. South Atlantic Dist., recently celebrated his birthday ahead of time. The girls in the office enjoyed cocoanut cream pie and ice cream with him on May 15. Actually his birthday did not come until May 21, but he wasn't going to be in Charleston at that time.

W. J. Hill, Inc.

Albert Boonstra has accomplished something he has been working toward for a long time. He has recently been named a



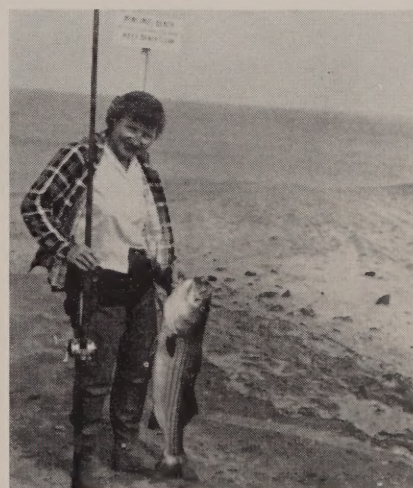
MARRIED 50 YEARS on May 7. Mr. and Mrs. Vito Carchedi of Norwood were honored guests at a party at their home attended by 50. Vito retired in 1949 from the Roofing Plant. Many gifts were received, including a beautiful TV set from their family. (Photo courtesy Norwood Messenger)

lay preacher in the Congregational Church. A member of the Union Congregational Church, East Walpole, and superintendent of its Sunday School, Mr. Boonstra will conduct his first service at his church on July 13.

Berry Refining Co.

William Krueger was married to Kathryn Elizabeth Logan on April 26 at the Unity Lutheran Church in Chicago. After a week's honeymoon at Wagon Wheel Lodge, Rockton, Illinois, it was back to work for Bill.

Thomas Wilk and Rosalie Jankovich were married, also on April 26, at Gary. The wedding was at the Sacred Heart Church. They took a week for a honeymoon trip south to the Ozarks.



EXPERT on surf casting is Helen Goetz of Payroll. She caught this striped bass last season at Truro. Length, 38 inches; weight, 18 pounds.

BIRD CLUB



HIGH SCORERS in the Bird Club 1957-58 league play: Vaughan Allan, second high single, 144; Doris Reardon, tied second high single, 117, and second high three, 296; Lili Petroni, second high three, 356; Anne Cavanaugh, high three, 300; Angelo LaSalvia, high single, 145, high three, 369, and high average, 104.3; and Mary Moylan, high single, 119.

To Fort Worth

Delegate sent this year by the Bird Club to the annual National Industrial Recreation Association convention was Secretary Albert W. Smith. The convention was held at Fort Worth, Texas, May 18-21. Mr. Smith was invited to be a member of a panel discussing employee tours.

Tour

Andy Center is working on a trip to the Agassiz and Peabody Museums at Harvard, June 22.

Your Officers

Officers for the current year are: President, Moses Bader; Vice President, George Shackley; Secretary, Albert W. Smith; Treasurer, Velma Cobb. Committee chairmen are the same as last year, except that Norman "Mac" MacDonald is chairman of the Boxes for Servicemen committee in place of Arthur Wilson, and Robert White, Men's Golf chairman. Directors elected at the annual meeting in April were Charles Cobb, Mary Moylan and Joseph Wall.

Men's Golf

Play is at Walpole on Tuesday nights, with 40 men signed up and divided into four teams. Capt. John Reddick's team was out in front as we went to press.

Girls' Golf

Twenty-four girls in four teams are on the links Monday nights, also at

Walpole. Marion Tolman, chairman, says their closing-day luncheon is planned for June 21, at Seiler's in Wellesley as usual. At press time, Team 3, Peg Corcoran, captain, was leading.

Tri-Mill Sports Club

Winners in the fishing derby for children, held in May from the clubhouse on the banks of the Neponset in South Walpole, were: 11 years and up — Anthony Utorka, 1st; Eddie Kniolek, 2nd; and Peter Baranowski, 3rd. 10 years and under — Joe Bertoni, 1st; Joyce Kniolek, 2nd; and Harry Pascoe, 3rd.

On June 10, at 6 P.M., at the clubhouse, a pistol shoot and bow and

arrow match is planned for members and families.

Banquets

Two appreciation banquets were held in May, one for the Veterans Entertainment cast, and one for club committee chairmen and members.

Field Day, June 15

The annual Family Field Day is planned for Sunday, June 15, 1 P.M., at Bird Park, East Walpole, announces John Gnecco, chairman.

Neponset Choral's "Mikado"

The Neponset Choral Society can feel it has "arrived." They played "The Mikado" to practically full houses, May 9 and 10, at Walpole High.



TEAM WINNERS in Bird Club bowling this past season photographed at the league banquet, May 10.

Front: EM (East Walpole Maintenance) team: Jim Moylan, Charles Locke, Ted Knaus, Lili Petroni and Moe Bader.

Back: John J. Murphy, director of personnel, poses beside the winning girls, Team No. 2, the Lucky Five. From left: Evelyn Balduf, Anne Cavanaugh, Anne Griffin, Kitty Folan and Alma Walsh.



COMBINED PARTY for four girls from Purchasing and Traffic was held at Gundlach's on April 10. It was a bridal shower for Mary Silva and a farewell party for Alma Aldrich, Natalie Lee and Patricia Arling. Left to right: Dorothy Capachin, Alma Aldrich,

Mary Silva, Natalie Lee, Julieanna Perekslis, Nancy Knox, Eileen Geraghty, Marie Evans, Alice Bardol, Harriet Sutherland, Mary Molla, Patricia Arling, Carol Wells. Photo by Deanna Bruneau.



MT. RUSHMORE SCULPTOR visits Shreveport Plant. Lincoln Borglum, right, owns Beeville Industries, an account of ours, as an investment, and was in town on a speaking engagement when J. D. Johnston, left, Southwestern Division manager, invited Mr. and Mrs. Borglum to see our operations. Mr. Borglum is the son of the late Gutzon Borglum, who did the major part of the work on the Washington, Jefferson, Lincoln and Roosevelt heads in the rock of South Dakota's Black Hills. The son completed the work.

What Junior Achievers Say about Sponsors

AS one of the sponsors of both Junior Achievement Companies that have just finished their year's operations in Walpole, we at Bird & Son were interested in this letter in the annual report of the Walcraft Company. JA adult advisers assure us the sentiments are typical:

To the Sponsors:

If we had no sponsors, we would have nothing; there would be no Junior Achievement in Walpole. The two companies, Bird and Kendall,* made everything possible. Before we even heard of JA, these firms had arranged for a place for us to use for our business concern, had rented space, and had arranged all the 1001 things that have to be arranged to get an organization like ours started. We of the Walcraft Company thank these sponsoring firms for the time, effort and money put into our organization.

* Bird Machine Co. was a sponsor of Walteen, the other Walpole JA company.

On the Cover

At the Walpole Country Club, golfers John McDougall, putting, and Joe Eppich, both of Floor Covering, finish a hole during a Bird Club Men's League match. Photo was made last season by Bird cameraman Ken Pierce.



ENTERTAINERS in the Bird Club Veterans Show climaxed their year the last of April with a show for the youngsters at the Massachusetts Hospital School in Canton.

1st row: Patricia MacDonald, Jean Brownell, Susan Clark, Kathie MacDonald, Diane Clark, Janet McEwen and Dick Pearl. 2nd row: Uno Wiik (and rabbit), Dianna, Patty and Rose-

mary DeMichele, Dianne Mascis, Marion Traudt, Jim Araby, Don Ahern and Chick Webber. 3rd row: Mrs. Wolfe, Martha Ferrara, Louise Teague, Julia Sweeney, Effie Motolak, Mrs. Morrissey, Gladys Jones and Joanne Runci. Back row: Vin Perry, Chairman Bill Grazado, Mrs. Roderick Thomson and Mr. Thomson, Tom Rice, Julia Smith, Mary Grazado and Jerry Norton. (Sullivan photo)



GEORGE SHACKLEY (in felt hat) and some of his Little Leaguers with George Obuchon, umpire in chief of the National League. Shackley is president of the Norwood Little League.

He succeeds another Floor Covering employee, Nicholas Ferrara, who was the league's president last year. (Ed Fogg Photo, courtesy Norwood Tribune.)

BIRD NEPONSET REVIEW

Vol. 46 No. 2

June 1958

Published for the employees of Bird & Son, inc., and the Berry Refining Co. to promote good service, good business, good will.

Editorial Office at East Walpole, Mass.

EDGAR M. GROUT, Editor

ELEANOR M. GARLAND, Assistant Editor

KENNETH W. PIERCE, Photographer

JOHN J. MURPHY, Adviser



No Future in the Buggy Business

The paper business, the building materials business, the floor covering business have a future — the buggy business hasn't.

In great-grandpa's day horse and buggy methods and machines were up to date. They were the latest thing at the time.

But now, horse and buggy ideas would lose business for us so fast it wouldn't be funny.

In fact, any method or any machine which is not as productive as those used by our competitors is out of date. It should be replaced as fast as possible.

This applies to our thinking and our attitude toward our jobs, too.

Here's an unbeatable combination — modern machines for producing more and better products PLUS smart operators who know the value of high production which brings costs down and sales up.

In products, in plant equipment and in methods we are constantly planning to meet tomorrow's needs and tomorrow's competition.

While we work together — in harmony — the future looks bright at Bird & Son. Working together today means more job security for all of us tomorrow.

SATISFIED CUSTOMERS PROVIDE OUR REAL JOB SECURITY.

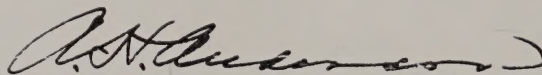
BIRD NEPONSET REVIEW

AUGUST 1958



To all Bird & Son Employees and their Families:

We have now passed the half-way mark in our business year. I am sorry to report that our results are still unsatisfactory. So that you may continue to be informed, I have asked each of our vice presidents to report on his division. These reports are printed below.



President

Building Materials Division

THE situation in our Building Materials Division has been very discouraging this year.

In January and February, because of poor weather, the general slow-down in business, and the aftermath of our long strike last summer, we had a volume of business that was lower than for any similar period during the past 10 years.

In March, a most disastrous price war broke out in the roofing industry, and our prices were reduced overnight by approximately 20%. Some further downward adjustments have occurred, and now along the Eastern Seaboard we have some areas with as much as a 25% drop. Early in May, we made an attempt to raise our prices. But apparently the market is not yet ready for any higher prices, for we are still selling our goods at prices which do not give us a profit.

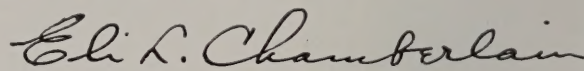
The price reductions have occurred on the majority of our roofing items, but there are a few things which have not been reduced. Specifically, Wind Seal Shingles, Architects, and Insulating Siding are still being sold at reasonable prices. Needless to say, we are making every effort to sell a larger amount of these items.

In addition to these special items which we are pushing, we are now selling Rubberlike through the Roofing Sales Division. Also, the Research Department has just released a new product, Termibar (written up elsewhere in this issue), which we think will be an important and profitable item. If you are interested in Termibar, write to the Review editor and we will send you a circular explaining it in detail.

Since May, we have had a good volume of orders. Building has picked up, and it is our estimate that

we will continue to enjoy good volume during the balance of the year. Our running time in the mills should be good right up through the fall. However, if prices don't go up to a reasonable figure, our situation will be serious in spite of the good volume.

There never was a time when we needed the help of every member of our organization any more than we do right now. We are counting on everyone's pulling his oar in the boat.



Building Materials Division

Paper Products and Felt Division

RUNNING conditions in the Paper Division have been rather slow this year because of the overall business picture. The products which we make are immediately affected by a slow-down or a pick-up in general business.

Conditions started to improve in May. In the corrugated business we now have the best backlog we have had since last fall.

Our special papers business is also improving, but our shoe carton business is still slow. Although we hope there will be a better volume of business from now until the end of the year, we are still seriously affected by the loss of customers due to last year's strike.

Our horticultural business has shown a good increase over last year. We are continuing to develop new products in this division which should increase sales still further.

All in all, we are optimistic for the future and be-

YOUR STATE - MASSACHUSETTS

It's YOUR state. You live and work here and pay taxes.

Is Massachusetts growing, becoming the kind of state in which you and your children can earn a good living and will want to live?

In this and succeeding bulletins, we will present facts about Massachusetts which will interest you as a taxpayer.

IN MASSACHUSETTS INDUSTRY IS THE ONLY MAJOR RESOURCE

We have no rich deposits of raw materials like coal or oil

We have no large agricultural activity

Even the tourist trade is not as important here as in some states

About 45% of all workers in Massachusetts work in industry.

It is INDUSTRY, therefore, which enables the Bay State to maintain its high standard of living.

INDUSTRY ALSO GIVES IMPORTANT FINANCIAL SUPPORT to other activities such as banking, insurance, education, communications, transportation. The people who work in Massachusetts industries, and the industries themselves, to a large extent support these services and make their existence possible.

MASSACHUSETTS HAS 47 COMPETITORS!

-48 if you count Alaska! Every other state is trying, too, to create a favorable "climate" for its citizens to live and work in.

Competition between states is very strong, because people today can move easily from one place to another.

Many people travel to other states, even clear across the country, to find a better job.

You yourself may drive 20 to 50 miles to shop or to work.

(over)

Employers are also free to move.

Like other groups, employers seek out the states where business conditions are favorable - where they can run their businesses profitably.

UNFORTUNATELY, MASSACHUSETTS IS LOSING ITS INDUSTRY, on which we all depend for our high standard of living.

In ten years, 1947 to 1957, Massachusetts lost 18,500 industrial jobs. This decrease of 2% took place while other states were showing an average increase of 10%

States differ widely in the cost of doing business. The cost of taxes, workmen's compensation, unemployment compensation and many other items, varies widely from state to state.

MASSACHUSETTS HAS, REGRETTABLY, ALLOWED ITS COSTS OF THESE THINGS TO CLIMB.

New industries spring up and established businesses expand in those states which offer the best "climate" for running a business profitably in comparison with conditions in other states.

This is the kind of competition Massachusetts faces today. All of us who live or work in Massachusetts have an interest in this competition, since IT AFFECTS OUR COMPANIES AND THEREBY, OUR JOBS.

Future bulletins will explain other facts and point out some things you can do to help.

8/1/58

lieve that there will be a general improvement in business during the balance of the year.

Competition is keen as usual. We do not expect that there will be any let-up in this regard. However, we are not afraid of competition and will continue to make improvements which will allow us to meet it.

Recently we moved the New Britain sheet plant from the top floor of the building we occupy to the first floor. We have also increased our floor area from 27,500 to 45,000 square feet to take care of the expected demand in this area.

Because of the competition in the Manchester, New Hampshire area, it has been necessary to install additional equipment in the Manchester Plant so that we can better serve our customers in that area, especially the Thom McAn shoe factories.

To sum up, business is improving and we look for a good volume this fall. Competition is rough but that is what we expect. We have been able to do our part in the past and we see no reason why we will not continue to do so in the future.

Ralph A. Wilkins

Paper Products and Felt Division

Floor Covering Division

1958 has already seen many changes take place in both the floor covering industry as a whole and the products we manufacture at our plant.

The most striking development in the industry has been the rapidly increasing consumer preference for rotogravure printed vinyls. Up to now conventional flatbed-printed enamel surface had been the largest seller.

Two additional important competitors offered rotary printed vinyls in January and others have plans for an early entry into this market.

Following these developments, industry prices on enamel surface products were reduced approximately 15% in June.

Because enamel surface material has for many years been the basic product with which we served the mass markets, these moves had a serious effect on the future of our business.

Fortunately, preliminary work was already completed on the design of a new 16/4 (12-foot wide) rotary vinyl production line. It was recently decided to go ahead with construction and the project is already under way. Additional details are contained in a separate story in this issue.

Major changes in our existing 8/4 and 12/4 (6-and 9-foot widths) vinyl product were made in February, followed by the introduction of our greatly improved "Bird Super Vinyl" in April.

Production capacity on our present equipment is limited, but this problem will be resolved with the construction of the new unit.

As a result of much earlier planning, our design program on rotary vinyl came into full bloom during the first half of 1958.

Many new designs became a reality and their acceptance by our customers has been far above average — a real credit to our design group, who have had many new techniques to learn to come up with an effective program.

Our linoleum department has seen the installation of new equipment preparatory to introducing new designs, the first of which, Bird Speckle Linoleum, was manufactured in April. The outlook here is encouraging as we continue to develop new and different patterns to insure a vigorous product and selling program for linoleum.

Colored Rubberlike, introduced in January, has stimulated greater sales of this material and can be expected to assume a larger place in our over-all programs.

The major changes in our products this year have brought high costs in production and selling. These costs, combined with lower prices now in effect for our enamel surface products, are making the earnings of this division unsatisfactory at present.

We now have, however, basically sound products greatly in demand — Super Vinyl, Linoleum and Rubberlike. If we all remain alert and keep costs under control, we will be well on the road back to improved operations in 1959.

Charles A. Summer

Floor Covering Division

Construction starts on

\$3,000,000 Unit at Floor Covering

Company takes important step
as Vinyl becomes mass appeal product

AS announced to employees the week of July 21, and later in the press, construction of the new \$3,000,000 vinyl rotary unit at the Floor Covering Plant has already started.

Changes to the buildings will be necessary, as the new equipment will extend from the present Block Room to the No. 4 Machine area. The production unit will include the rotogravure printing machine, a tunnel drying section and finishing equipment. It will manufacture Bird Super Vinyl Floor Coverings in all widths up to 12 feet. Present machine limit is 9 feet. (The 12-foot width is referred to technically as sixteen-quarter, written 16/4. The 9-foot width is known as twelve-quarter, or 12/4.) It will also increase production capacity so that greater quantities of this popular new product can be turned out.

By Our Own Engineers

The equipment is being designed by Bird & Son engineers in both the Floor Covering and the Development Engineering departments. The rotary press designing is under the direction of Earle Crawford who designed our present unit. The press and some of the other equipment are being built at the Bird Machine Company in South Walpole.

People Want Vinyl

It's a big project which will take about a year to complete. Meanwhile, production will continue on the present 12/4 unit. Within six months it is hoped that the new 16/4 oven will be ready for curing material printed on our present machine. This will permit much higher production to meet the constantly increasing demand from customers.

"The reception of Bird Super Vinyl has been excellent," states Vice President C. A. Sumner. "The sales volume for it is increasing steadily. There is every indication that it will become a major portion of our floor covering business in future years. The popularity of our basic product, enamel surfaced floor covering, has declined steadily in recent years, while vinyl products have shown steadily increasing sales.

Vice President Informs Employees

"Bird Super Vinyl is our answer to this competition. The fast-mounting demand for it will be met by the production from this new plant. The new project will permit us to give better service to customers and permit manufacture of Super Vinyl in all widths, including the 12-foot width which has grown very popular in recent years."

Mr. Sumner made the announcement personally to the



STARTLING SIGN was found in England by F. K. Becker, president of Bird Machine Company on his trip to Europe last year. This Bird & Son is not incorporated, deals in bakery goods and confections in Winscombe, a small town near Weston in Somerset.



ANNIVERSARY for Pauline Ransow, her 25th with Bird & Son, was observed in June with lovely flowers, the gift of an FM radio and good wishes from many friends. Polly, secretary to Vice President E. L. Chamberlain, was especially pleased with the FM radio because she is a discriminating as well as an accomplished musician.

Floor Covering Plant workers on July 21. In the afternoon he spoke to the day and afternoon shift workers, and at 11 to the night shift. He also personally informed the office employees in his division.

In announcing the project to the workers at the plant, he pointed out that the company is borrowing the three million dollars in order to start the project at once.

"Obviously," he said, "the money must be repaid out of expected profits from the floor covering operation.

He Defines Profit

"What is profit? Our profit is the amount by which the number of dollars we receive from sales exceeds the number of dollars we pay for labor, materials, taxes and other expenses to operate our division.

"Prices we get for floor covering are determined by competition — if we charge more for our goods than Armstrong, Congoleum and Sandura, the customer buys from them, so, as a practical matter, all competitors' prices are essentially equal and we try to convince the consumer to buy Bird Floor Coverings because of better quality, design, etc.

Even If You Are Not a Stockholder

"On the other end of the line, our total manufacturing costs must also be competitive so that profit margins are maintained. You may say that profits are used mainly for paying dividends to stockholders, which is of no particular concern to you if you don't own any Bird stock. I say it's of real concern to you whether or not you're a stockholder. When we or any other company needs more money to invest in machinery and equipment beyond the share of profit which we regularly reinvest in our business, we either must sell additional stock to people who are willing to buy it or borrow money from people who are willing to loan it to us.

You Expect a Return

"What is the only thing that would make anyone, yourself included, willing to buy stock or loan money?

Surely you would choose to put your money in those stocks that pay dividends or otherwise increase in value, and if you were to loan money it would, I'm sure, be only with the expectation that the amount would be paid back.

"In a corporation such as ours, profits are the only source of money for payment of dividends or repayment of loans so it's pretty simple why we must earn profits and keep these sources of new monies available to us."

Mr. Sumner went on to express his confidence that this major step will enable the division to regain its rightful place in contributing to the over-all progress of Bird & Son, inc.

"Here is our chance for real job security," he said. "Let's make the most of it."

SERVICE, PLUS

Muriel "Pat" McDonald, who presides over the receptionist's desk in our new lobby, was already in the tourist business before the move to the new building. People would come in, such as customers or salesmen from out of the area, and ask Miss McDonald about a good place to dine in Boston, the distance to Concord and Lexington, the historic spots one should see in Boston, what to visit on Cape Cod.

Pat began to collect tourist information. This spring she made up sets of the latest guidebooks, maps and folders from city and state chambers of commerce and others promoting travel in New England. She is glad to give this service and finds Bird & Son's guests most appreciative.



DOWN-TO-EARTH CONFERENCE on Wind Seal Shingles was held June 24 and 25 at Charleston. Here the group inspects samples of a new white granule. Left to right, front row: James Jackson, Norwood Roofing, Henry Saint-Amour, Building Products, Ltd., Richard Potter, Shreveport, and William Price, Charleston. Back row: Frederick Nolte, Charleston, Allan Murgatroyd, Chicago, Stanley Sallie, Norwood Roofing, and Ernest Zinkowski, Charleston.



PILGRIMAGE to Plymouth to see "The Boat" was made last year in June by the Brady girls of East Walpole. Here are Catherine of No. 2 Box Shop, left, and Mary of the Finishing Mill, with Mrs. Brady, their mother, a young girl just 83. Picture was snapped by another Brady girl, Mrs. Marion Cunningham, also of East Walpole.

The Mayflower has recently returned to Plymouth after visiting ports to the south during the past year.



CHECK FOR \$120 was presented in June to Daniel Hourihan, Phillipsdale, for a suggestion on trip switches which improved the operation of the laminator. Present to see President A. H. Anderson make the award were members of the Administrative Com-

mittee. Seated left to right: Ralph A. Wilkins, President Anderson, Winner Hourihan and D. S. Lowry, Phillipsdale assistant to superintendent. Standing: J. J. Murphy, C. A. Sumner, W. C. Ahlgren, H. S. Hanna and F. P. Reynolds.

Receives \$120 Suggestion Award

Rhode Island Special Award Winner Has 45 Previous Successes

DANIEL HOURIHAN, Phillipsdale, received a check for \$120 and the congratulations of the Administrative Committee in June for his suggestion, "Trip Switches for Ram Installed on Side Wrapper of Laminator." Dan, who has had 45 accepted suggestions to his credit in the last 10 years, proposed a series of three trip switches to hold the ram in the packing box in place when the preceding bundle

jammed up in the side wrapper. The idea has increased production through a saving in down time. June was a good month for Hourihan; he also received awards for four money-saving suggestions and a special additional award for five accepted suggestions.

Others who received \$20 for five accepted suggestions were John McLatchey, FFG, and A. Carleton Rafuse, FFG.

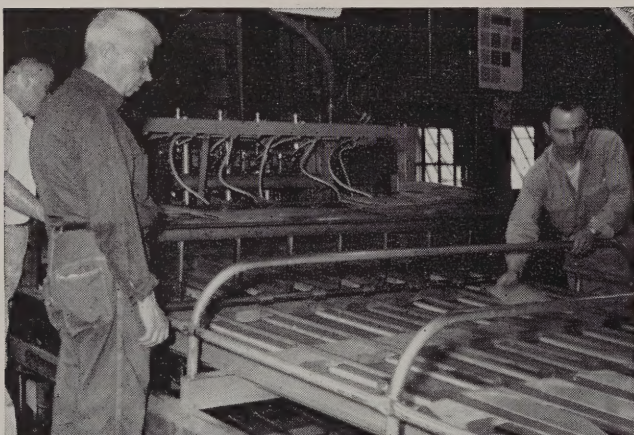
In July, two men received additional awards for \$20.00 for five accepted suggestions: Andrew Hazlett, FFC, and Sabino Perniola, FBPM1.

Regular Awards for June

Elsie Battles, CE	\$20
Nemus Cianfarani, FFF	20
Benedict Devine, FFN	20
Daniel Hourihan, DPIF	85
John Strasunskas, FBPM1	20
Martin Zitkouskas, FBPM1	20
Philip Wise, FBPM6	20
Russell Blake, FBPM1	5
Pelligreno Capone, FFN	5
Alfred Carvalho, DPM	5
John Folan, FBB	5
Augusto Genovesi, DPI	15
Donald Gillis, FBPM5	5
John McLatchey, FFG	10
Joseph Nevins, FBPM7	10
A. Carleton Rafuse, FFG	5
Russell Weddell, DPM	5

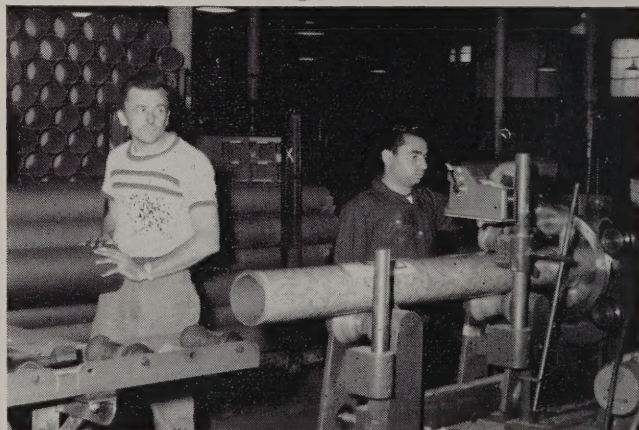
Regular Awards for July

John Buckus, FFFV	\$20
John Dearnaley, FBM	20
Michael Foley, ACFB	20
Roland Gervais, FFDA	20
Andrew Hazlett, FFC	20
John McDonald, FBV	20
Harold Partridge, FBE	20
Sabino Perniola, FBPM1	20
Walter Pribis, FBV	20
A. Carleton Rafuse, FFG	20
Henry Thomas, FBPM1	20
James Carr, FFJS	5
Michael D'Espinosa, FFJS	10
Richard Doiron, FFM	5
John Green, FFM	5
Francis Kenefick, FFV	5
Leo Paddock, FFS	5
John Phillips, FFJS	5
Frank Shumski, FFG	5
Harold Sundquist, FBPM1	5
Ronald Swanson, FFG	5



ALMOST HUMAN. This machine, designed by John Callan and his staff of the Development Engineering Department, takes the tiles from the cutting press and automatically packages them. First it counts the tiles, then packs them into eight cases simultaneously, then pushes the cases along a conveyor where instruction sheets are automatically inserted and filler material added to make a firm package. Then the boxes are conveyed to the sealing machine. Charles Novick checks a tile at the inspection table, Floor Covering Tile Department. Leonard Mastropieri and Witold Juskiewicz are at the left. (Photo by O. J. Spinks.)

Modern Accents at Floor Covering

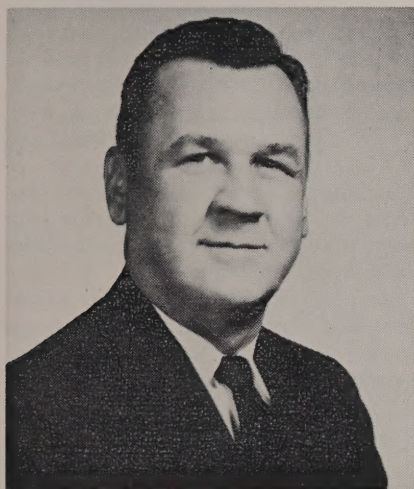


BIRD SUPER VINYL rugs are spiral-wrapped at this machine in clear Mylar film before being packaged in the customary rug tube. At the retail store half the tube can be removed, displaying the rug in full color, but securely wrapped to protect its freshness until sold. Machine operator is Bruno Giordano. At left is Wilfred Morency. (Photo by O. J. Spinks.)

Recent Promotions

J. V. O'Sullivan to Sales Service Manager In Floor Covering

JAMES V. (VIC) O'SULLIVAN was named sales service manager in the Floor Covering Sales Department on July 14. He fills the position made vacant by the resignation of Martin E. Blondell.



J. V. O'Sullivan

O'Sullivan is well qualified for his new work through more than 10 years of administrative work with the U.S. Army and a year and a half as assistant to Mr. Blondell.

Vic is a graduate of Biddeford, Maine, High School, attended Bates College and worked for a short time in Lewiston, Maine, before joining the Army in 1936. Here he served for some years as a private in the Infantry. He was in combat duty in the Pacific Theater during World War II. After that he took up administrative work in this country. From 1950 to 1952 he was in Korea serving in the Adjutant General Corps with the rank of first lieutenant. Later, as chief warrant officer he became an instructor with the Reserve and from 1955 to 1957 was in Frankfurt, Germany, supervising an administrative office. He has been in charge of groups of 15 to 60 men.

Joined Bird in '57

Following his retirement from military service, he joined Bird & Son in



HARRY BRANDAU, with his festive cake on the day of his retirement as traffic manager at Chicago. Admiring spectators are two men in his department, Ronald Snyder, left, traffic clerk, and Alex Cook, who is the new traffic manager.

A. H. Cook Succeeds H. A. Brandau, Retiring, In Chicago Traffic

ALEX H. COOK has been appointed traffic manager at the Chicago Plant, succeeding Henry Brandau who retired June 30.

Al Cook joined Bird & Son in January 1951 as an assistant to Mr. Brandau. He is a native Chicagoan, was graduated from Lindblom High School in 1941. During World War II he spent three years in the service.

Since the war all his working career has been in traffic. While working for several local trucking lines, he enrolled in the College of Advanced Traffic in the city, from which he graduated in 1951.

He is married and has one son who is entering first grade in the fall. The Cooks live at 3825 W. 80th Street in Chicago.

February 1957 as assistant to the sales service manager.

The O'Sullivans have made their home in Norwood for some years. There are two children, Jere, 11 and Lucinda, 8.



NEW FOREMAN at Shreveport, Elton Bamburg.

H. E. Bamburg Named to Foreman For Shreveport Felt

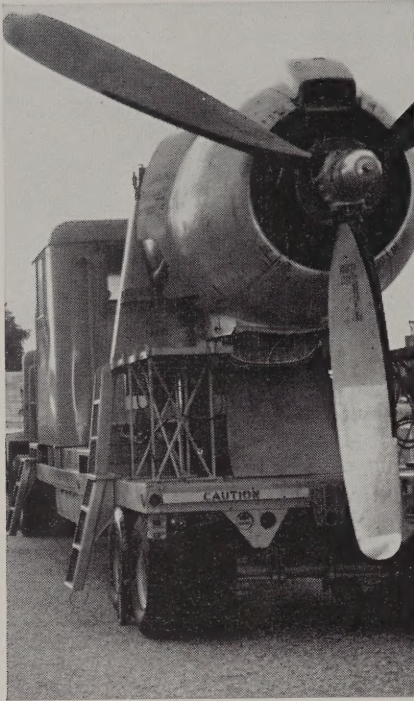
HENRY ELTON BAMBURG on May 15 was named foreman of the third shift (11 P.M. to 7 A.M.) on Shreveport's FSPM-3, the Asphalt Felt Machine.

Elton came to us September 25, 1946 as tractor operator in Shipping. He worked in the Sample Room for a short time, then served as leaderman in Shipping, doing an excellent job, until his recent promotion.

Included in Elton's hobbies are water skiing, car racing, softball and bowling. He has been one of the stars on our softball team and for the past three years helped lead the team to league championship. He was high average man on our bowling team back when we were in the City League.

Born in Coughatta, he moved to Shreveport when he was small. He received his schooling in Coughatta and Hamilton Terrace. Outside of work Elton is an active member of his church. At home are his wife, Wanda, and three daughters, Sandra Ann, Wanda Nell and Henri Annette.

"Wealthy people miss one of life's greatest thrills — paying the last installment."
Mutual Moments



HURRICANE WINDS created by this 3700 hp airplane engine roared against the two test panels below.

Wind Seals Stand Up to *Hurricane*

WINDS up to 94 miles per hour and torrential "rain," recently battered a test deck of BIRD Wind Seal Shingles without lifting a shingle. The place, Charleston, South Carolina, airport; the time, a mild afternoon in June.

There was no hurricane. It was all a test — but hurricane winds blew, whipped up by an enormous 3700-horsepower airplane engine. Fire hose playing a full stream of water into the wind stream simulated the heavy rain.

Two test decks had been constructed, one of ordinary shingles, the other laid with Bird Wind Seals. The dramatic results show in the picture on this page — proof positive that Bird Wind Seal Shingles offer the ultimate in protection even in full gales. They hold fast, of course, because of the dots of powerful adhesive on the face of each shingle above the thick butt section. Each spot of adhesive makes contact

with the back of the shingle above and when warmed by the sun makes a tight, gale-proof roof.

Sales Promotion and Advertising Manager Leonard C. Niese and Damon Carter of the H. B. Humphrey, Alley & Richards advertising agency planned the test. It was staged early in June at Charleston, preceded by sound truck announcements through the streets of the city. Free balloons were given to children who attended. Bird executives present included Vice President E. L. Chamberlain, J. H. Van Hoy, southeastern manager, Henry Davis from East Walpole (now of Charleston) and B. L. Sears and A. K. Powers of Charleston. An official weather man from the local weather station was there to record the wind velocities with an official anemometer.

In spite of threatening rain (from heaven), a good sized crowd gathered to see the test, and was much impressed.

THE RESULT — ordinary shingles at the left blown up severely by the high wind, while Bird Wind Seals at the right do not budge. Water from the fire hose gave the effect of torrential rain driven by the wind.





PART OF THE CROWD at Charleston airport watching the Bird Wind Seal test. Salesman A. G. Marsh is at the mike. Sales Promotion

Manager Leonard Niese is next to him with a camera. Yes, that's Chemist Bill Price hurrying out of camera range at the right.

Long Service List

August

Employees

Name	Year	Depts.	Years
Helga D. E. Petersen	8-22-17	Office	41
Everett Brennan	8-5-19	Maintenance	39
Joseph Jurgelewich	8-23-20	Paper Mill	38
Charles J. Miksis	8-23-20	Floor Covering	38
Stanley J. Jezulevich	8-22-21	Roofing	37
Arthur R. Baldur	8-2-22	Roofing	36
William J. Downing	8-28-22	No. 1 Box Shop	36
James Donnelly	8-28-22	No. 1 Box Shop	36
Adolphe T. Doucette	8-30-22	Floor Covering	35
Edgar W. Ross	8-6-23	No. 1 Box Shop	35
Pietro Cisternelli	8-13-23	Paper Mill	35
William R. Duquette	8-15-23	No. 2 Box Shop	35
Walter F. Mazeika	8-20-23	Floor Covering	35
Alex B. Morrison	8-24-23	Floor Covering	35
Timothy P. Dowling	8-25-23	Roofing	35
Harvey A. Batten	8-6-24	Paper Mill	34
Henry A. Doudie	8-11-24	No. 1 Box Shop	34
Robert V. Garner	8-1-25	Floor Cov. Div.	33
Howard A. Johnson	8-17-25	Floor Covering	33
Wilfred N. Turenne	8-10-26	No. 1 Box Shop	32
William F. Wall	8-11-26	Maintenance	32
Arthur M. Bent	8-30-26	Floor Covering	32
Frank W. Nyborn	8-1-27	Paper Mill	31
Luigi Cicolani	8-15-27	Roofing	31
Hilda M. Rafuse	8-23-27	Office	31
Frank Kondry	8-2-28	Roofing	30
Joseph Popka	8-5-28	Floor Covering	30
Witold Juszkiwicz	8-30-28	Floor Covering	30
Frank G. Kissell	8-6-29	Floor Covering	29
Walter C. Bisdneck	8-15-29	Paper Mill	29
Charles Chorlton, Jr.	8-19-29	Roofing	29
Carl A. Gustafson	8-19-29	Floor Covering	29
Clare L. Hayman	8-19-29	Floor Covering	29
Robert B. Patterson	8-26-29	Supt., No. 2 Box Shop	29
John D. Smith	8-27-29	Floor Covering	29
Leo A. Lamminen	8-17-31	Floor Covering	27
Mary J. Griffin	8-9-32	Office	26
Herbert S. Palmquist	8-1-33	Maintenance	25
William V. Mattson	8-2-33	Maintenance	25
Frank Montisano	8-5-33	No. 1 Box Shop	25
Donato Marrollo	8-5-33	Roofing	25
Arthur W. Walker, Jr.	8-4-33	Floor Covering	25
John T. McDougall	8-15-33	Floor Covering	25
Richard H. Coolidge	8-22-33	Floor Covering	25
Thomas B. Nichols	8-23-33	Floor Covering	25
Peter J. Didick	8-8-38	Roofing	20
Moses Bader	8-8-38	Drafting	20

Robert M. Knox	8-8-38	Maintenance	20
Harry Angus	8-29-38	Maintenance	20
Alva F. Matthews	8-9-48	Floor Covering	10
John P. Hayes	8-12-48	Floor Covering	10
Harold F. Watson	8-13-48	Floor Covering	10
Leo M. Burns	8-23-48	Maintenance	10
Gifford S. Fitch	8-23-48	Floor Covering	10
Hugh W. Reynolds	8-23-48	Horticultural Sales	10
Milton A. Rediker	8-30-48	Floor Covering	10
Eleanor E. Kehoe	8-3-53	Office	5
Mary Linnehan	8-3-53	Finishing Mill	5
Margaret E. White	8-3-53	Finishing Mill	5
George M. Wise, Jr.	8-3-53	No. 1 Box Shop	5
Leo E. Guisti	8-4-53	No. 1 Box Shop	5
Ralph J. Desrocher, Jr.	8-25-53	Paper Mill	5

LEWISTON

Rita Tremblay	8-17-48		10
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PHILLIPSDALE

Anthony N. Perry	8-9-23		35
Antonio Tirocchi	8-1-33		25
George W. Condry	8-22-38		20
Manuel E. Goulart	8-10-43		15

CHICAGO

Donald E. Frazier	8-2-33	Superintendent	25
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SHREVEPORT

J. Douglas Johnston	8-22-27	Gen. Mgr., S.W. Division	31
Nathaniel Green	8-24-48		10
Travis Lee Baker	8-21-53		5
Johnnie L. Maple	8-25-53		5
Richard Steward	8-27-53		5

CHARLESTON

Stanley S. Phillips	8-12-29		29
Joseph B. Blandford	8-11-30		28
Gerald A. Sayres	8-16-33	Sales	25
Malcolm M. MacDonald	8-8-38		20

September

Employees

Name	Year	Depts.	Years
John E. Clancy	9-7-09	Finishing Mill	49
William O. Koehler	9-13-15	Office	43
John J. Burke	9-29-15	Supt., East Walpole Mills	43
Victor A. Burrell	9-24-17	Paper Mill	41
Victor C. Driscoll	9-3-18	Roofing	40
Arthur V. Wilson	9-30-18	Office	40
Lyman W. Small	9-19-20	Floor Covering	38
Ernest H. Coleman	9-20-20	Asst. Treas.	38
Nelson C. Bartlett	9-6-21	Roofing	37
Edward J. Sears	9-9-22	Roofing	36
John M. Korsun	9-11-22	Roofing	36
Louis Lamperti	9-1-23	No. 1 Box Shop	35
Ralph A. Wilkins	9-4-23	Vice Pres., Paper Division	35
Charles S. Mutch	9-4-23	No. 1 Box Shop	35
Vincent Lestan	9-14-23	No. 1 Box Shop	35
Anton Skinnari	9-27-23	Floor Covering	35
Walter E. Downs	9-11-24	Maintenance	34
Everett R. Tripp	9-18-24	Floor Covering	34
Claude T. Smith	9-20-24	No. 1 Box Shop	34
Hilton H. Taggart	9-20-24	Floor Covering	34
Arthur E. Doderer	9-24-24	Paper Mill	34
R. Warren Graffam	9-29-24	Floor Covering Sales	34
Katherine E. Roe	9-21-25	Office	33
Mary E. Bannon	9-21-25	Office	33
John J. Keefe	9-24-25	Maintenance	33
Richard T. Seavey	9-28-25	Floor Covering	33
Frank Davidauskis	9-1-26	Floor Covering	32
Carl R. Hamilton	9-10-26	Floor Covering	32
Roy L. Young	9-13-26	Floor Covering	32
Leo J. Clarkin	9-20-26	Floor Covering	32
Basil G. McAusland	9-6-27	Floor Covering	31
Domenico Restaino	9-7-27	Roofing	31
Walter S. McKenna	9-9-27	No. 1 Box Shop	31
Arthur A. McKenna	9-18-27	Roofing	31
Arthur J. LeBlanc	9-1-28	Floor Covering Sales Mgr.	30
William F. Bishop	9-5-28	Roofing	30
Horace P. Morton	9-6-28	Roofing Sales	30
Robert McLaughlan	9-17-28	Maintenance	30
Dorothy R. McEleney	9-18-29	Office	29
Ludger G. St. Cyr	9-30-29	No. 2 Box Shop	29
Charles W. Desmond	9-5-33	No. 1 Box Shop	25
Fred C. Coleman	9-5-33	Maintenance	25
George J. Silva	9-5-33	No. 1 Box Shop	25
Frank P. Karshis	9-11-33	Floor Covering	25
Anthony Campisano	9-18-33	Roofing	25
Charles F. Mahoney	9-26-33	Floor Covering	25
A. Lorne Murphy	9-26-33	Roofing	25
Luigi Zinni	9-28-33	Roofing	25
Clarence E. Young	9-12-38	Floor Covering	20
Nicholas Ferrara	9-12-38	Floor Covering	20
Emil G. Lestan	9-28-38	Roofing	20
Forrest H. Clark	9-7-48	Roofing	10
Donald F. Parkinson	9-10-48	No. 2 Box Shop	10
Angelo Delsignore	9-10-48	Finishing Mill	10
William R. Peterson	9-17-48	Floor Covering	10
Thomas E. MacDonald	9-20-48	Floor Covering	10
Thomas E. Lazarovich	9-14-53	Roofing Sales	5
Catherine Foley	9-28-53	Finishing Mill	5
Dorothy Legaski	9-28-53	Office	5
Frances V. Robinson	9-28-53	Finishing Mill	5
LEWISTON			
Gerald A. Potvin	9-29-53		5
NEW BRITAIN			
Chester H. Porter	9-1-26	Superintendent	32
PHILLIPSDALE			
Frank L. Reed	9-30-12		46
Manuel Oliver	9-30-24		34
Edgar C. Vatcher	9-22-27		31
Fred G. Pierson	9-27-27		31
Gibson M. Strickland	9-8-53		5
CHICAGO			
Edward J. Moore	9-14-25		33
Virginia L. O'Brien	9-30-33	Office	25
Edwin Scheide	9-20-48		10
LaSal Lowe	9-3-53		5
Jessie Willis	9-16-53		5
SHREVEPORT			
Cephas Myers	9-6-38		20
Gerald A. Sayres, Jr.	9-1-53	Sales	5

Six Begin Retirement



Frank Massey



Harry Brandau

Francis A. Massey, 70 Berwick Place, Norwood. Retired July 31, 1958. From June 15, 1912 starting at Phillipsdale. Since 1913 at East Walpole Paper Mill. From February 2, 1946, superintendent of Paper Division until August 1, 1957, when he became consultant.

Serafim Moreiro, 112 Ledge Road, Seekonk, Massachusetts. Retired at Phillipsdale, April 30. Started May 22, 1917 and became beater engineer. Since October 23, 1929, inspector on the Phillipsdale Felt Machine.



David Bowles



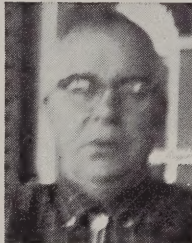
Serafim Moreiro

David E. Bowles, 1329 Washington Street, Norwood. Retired February 28, 1958. From June 3, 1919. Watchman at East Walpole Mills for many years.

Henry A. (Harry) Brandau, 907 West 51st Place, Chicago, Illinois. Retired June 30, 1958. From October 1, 1920. For most of his service in the Traffic Department, with a short period in Shipping and Planning. For many years, traffic manager at the Chicago Plant until his retirement.



Frank Townsend



Willard Jonah

Willard R. Jonah, Whittier Road, Box 44, Tamworth, New Hampshire. From June 6, 1933 at Floor Covering Plant. Chief machine tender, Undercoat Department, from 1947. Retired June 30, 1958.

Frank M. Townsend, formerly 301 East Street, East Walpole. Now: Box 428, Tremont Park, Lenoir, North Carolina. Retired June 30, 1958. From December 10, 1936 at Norwood Roofing Plant. From February 3, 1941 at Finishing Department Floor Covering Plant.



NEW CARILLONNEUR to play the bells at The Citadel, military college at Charleston, is Richard MacDonald, son of Malcolm MacDonald, master mechanic at the Charleston Plant. Richard, who plans to enter The Citadel in the fall, is also an accomplished pianist and organist. The boy's career is of interest to Bird people in Massachusetts also, for his father worked for many years at the Norwood Roofing Plant before transferring to Charleston and his aunt Florence MacDonald is in the Floor Covering Sales Office.



CERTIFICATE OF APPRECIATION is presented to George Shackley, chairman of the Special Activities Committee of the Bird Club. The award was made at the Foxboro State Hospital during National Hospital Week in appreciation of the gifts collected for the patients by Bird & Son employees at Christmas. Mrs. Allan B. Stevenson, a director of the Massachusetts Association for Mental Health expressed warm thanks for the Club's and the employees' generosity.

News Briefs . . .

COOL, MAN, COOL!

Cooling of buildings in summer by air conditioning isn't new, but a lot of us have only fuzzy ideas of how it works. In response to the Review editor's questions, Joseph A. Sheehan, engineer, enumerated some of the facts about the system at the new East Walpole office building:

- 1) During the summer, the office building will be kept comfortably cool by means of a Carrier automatic absorption refrigeration system which will supply chilled water for air-conditioning the entire building.
- 2) To produce the equivalent refrigeration it would be necessary to deliver to the building 236 tons of ice each day of 24 hours.
- 3) Refrigeration is accomplished in a closed vessel under high vacuum and by evaporating ordinary drinking water by means of steam. A salt solution absorbs some of the evaporated water vapor. The resulting water is chilled by the evaporation — resulting in a refrigerating effect.
- 4) The load on steam boilers for air-conditioning in the summer will be greater than for heating in the winter.



ALL-BIRD DWELLING. Attractive new home of Antonio Amaral, Phillipsdale Wood Department, has Bird roofing, Bird insulation and Bird linoleum on its floors. It is situated on Indian Road, Riverside, Rhode Island.

MADE TO LAST

"We thought perhaps you would be interested in the enclosed sample of your Neponset Paper," wrote Treasurer A. J. Bridgeman of Somerset's Bridgeman Lumber Co.

It was a sample in excellent condition of No. 2 Neponset Red Rope Building Paper, introduced by F. W. Bird in 1886.

Mr. Bridgeman went on to tell us that one of these sample pieces was found behind every butt joint on a very old house in Somerset, when a customer of theirs was replacing a few clapboards recently. Believing these were the original clapboards, Mr. Bridgeman commented that these papers speak well for the durability of our Neponset papers.

Although Neponset Red Rope is now discontinued, we of course still make building papers, our Rosin Sized Sheathing Paper being nearest like the old timer of this news note.



BEHIND THE PILLARS of the old main office is now located the Research Department. Peg Owens, secretary, has her desk in the lobby. Director of Research, Frank Reynolds, has his office in the former president's office. Conferring with him here is his assistant, James R. Hanley.

FOR A QUICK PICK-UP

FIBRE-PALS! Not flesh and blood friends, but true pals just the same of all who handle material in bags. Bird Fibre-Pals are sheets of sturdy solid fibre, made to order, which manufacturers use to unitize materials which would otherwise have to be loaded and unloaded one at a time. The products are loaded directly onto Bird Fibre-Pals. Loads of 15, 30, even 60, bags can then be picked up by fork lift trucks and moved as one unit into storage or into freight cars and trucks. Unloading is equally fast at the customer's platform.

IN THE PUBLIC EYE

You should see the Annual Report for the Town of Walpole for 1957 — red cover, easy to read, lots of pictures. Two of these pictures are from the Bird Review. One shows Board Chairman C. S. Bird and the Bird & Son new office Building Committee at the ground breaking ceremonies. The other is of Frank Larrabee of the office at the public library showing his American Indian collection. A third picture in the booklet (not a Review picture) is a photo of Bird people making a Junior Achievement award.

NAME A COLOR — "White!"

Statistically it may not be White, 10 to 1, but white is definitely our most popular shingle color, call it "Snow," "Snow White," or "Polar White." Next time you're riding around suburbia and your wife (husband) is driving, notice how handsome the white roofs really look.

(Other News Briefs, page 14.)

PERSONALS



SACQUE DRESS DAY — a hot July 2, found six brave girls who posed for photographer Elsie Thompson, Barbara Thorn.

Main Office

Tennis enthusiasts envied Alice Wenstrom (Stenographic) her visit to Forest Hills, Long Island, in June to watch the Jack Kramer Tournament of Champions. While in New York, Alice stopped in at the Bird office on Fifth Avenue and was impressed by the fine display of our products, which Kitty Walsh showed off to her.

Speaking of Kitty, we have had cards telling about her fabulous summer vacation in Europe. Said she'd let us know more when she came down out of Cloud No. 7. Rita Baxter is "Miss Bird & Son, New York Office," in place of Kitty for the summer.

Marty Blondell was given a farewell party at a cookout party at Rocky Woods Reservation when he left as sales service manager in Floor Covering to take a position in Needham. Vic O'Sullivan has been promoted to take his place.

Dorothy LaPlante (Stenographic) was married to Henry Alden, June 7, at the Baptist Church, Foxboro.

Lydia Engberg, retired, has gone to visit relatives and friends in Finland for the summer.

How many of you girls could wear the same dress now that you wore at your high school graduation? Velma Cobb at her 25th reunion out of Walpole High, did this for a gag and found it was so much in style no one noticed until she told them.

Stephen Traudt, industrial engineer, announces the official arrival by adoption, that is, of a new four-year-old son, Stephen

Michael. The Traudts already have five children of their own to welcome young Steve, who has unofficially been a member of the family for some time. Incidentally, the senior Steve has recently been honored in materials handling circles by being elected national secretary of the American Material Handling Society.

Nurse Pearle Butt is one of the first people we know to fly by jet. She and her husband whooshed up home to Newfoundland to visit their folks for three weeks in July.

Margaret Taylor (Statistical) and Edward Cataldo were married June 8 at St. Catherine's Church, Norwood. They went to a dude ranch in western Massachusetts on their honeymoon and are now living in Walpole.

Herbert Schaier, assistant credit manager, became a grandfather on Father's Day, when daughter Martha gave birth to an eight-pound boy. Herb took two weeks' vacation to go down to Birmingham, Alabama, to see him.

Francis Molla, son of Mary Molla, Purchasing, graduated from Franklin High School and will enter Northeastern University in September to study engineering.

Mary Ann Alukonis graduated from Norwood High and is a new employee in Purchasing.

Helen Tohosky is the new relief operator on the Main Office switchboard. Her other work is in Stenographic.

Alice Bardol has left to work at the

Your Review Reporters

Caroline Gomes	Nazareno Lori
Louisa Graham	William Melish
William Grazado	Joseph Radzevich
Kay Hedin	George Shackley
Janet Laber	Frank Shumski
Julia Lewis	Joseph Wall
Muriel McDonald	
Rita Connolly	Helen Lane
Doris Reardon	Joan Walmsley
Mildred Sanborn	
Julia Smith	Ann Masters
	DioLinda Gomes
Louis Avanzini	Leslie Howard
James Barnes	David S. Lowry
Frances Clare	Ray Nolan
Thomas Flood	Manuel Oliver
Milton Gardner	Allen Perkins
Edward Geraghty	Arthur Trudell
Elna Gottberg	
John Kalis	Joseph Blackman
Frank Nyborn	Rose Fox
Edward Wisniewski	Robert W. MacLeod
	Virginia O'Brien
Ramona Chicoine	Martin Pearce
Miriam Hill	
Patrick Silvestri	Lucille Burrow
Robert Tauber	Kent Colvin
	Anne Eddy
Catherine Brady	John E. Evans, Jr.
Joseph Butler	Frank Markham
William Ford	D. L. Oliver, Jr.
Augustus Smith	Richard Potter
	Edwin Sompayrac
Arthur Armour	Willie L. Smith
Julius Aukstolis	
Joseph Carchedi	Hurcil Cowart
Mary Driscoll	Robert Stewart
John Folan	
Arthur McKenna	Kermit Mann
Michael Meomartino	Ray Marston
Joseph Nevins	William Price
Ruth Phelan	James Robinson
Francis Wall	John Wyndham
Thomas Blundell	
Charles Cobb	Albert Boonstra
George Grover	
Dorothy Hawes	Robert Ladd

Foxboro Co. She was a relief telephone operator and typist.

Flossie MacDonald's (Floor Covering Sales) theme song is now, "When the Sun Goes Down on Mount Rainier." She reports a marvelous trip West, when she made acquaintance with a wonderful older brother and his family in Washington State. She hadn't seen this brother since she was a little girl.

Mrs. Stockman presented husband, George, of Sales Promotion with a baby daughter, Susan, on June 28.

Margaret Forrest of Sales Promotion and Anne Lindsay of the Treasurer's Office and another girl drove to beautiful Detroit Lakes, Minnesota, for vacation.

Prior to the departure of Henry Davis to assume his new duties as assistant general manager of the Southeastern Division at Charleston, he was presented with a gift of luggage at a dinner party at the Lafayette House.

Roofing Sales welcomes newcomer Phyllis Morse, who graduated from Walpole High in June, Dorothy Cronin, who transferred from Accounting, and Dorothy Giangiordano (formerly Soderstrom), who has returned to Massachusetts after living in New Jersey for a year.

Dorothy Avanzini and husband enjoyed newly opened Sussex Beach at the Canal and its new fish pier.

Around the Cape also were Nancy Hurd, Jennie Owerka and Frank Molinari. Frank spent a week fishing from a friend's 26-foot cabin cruiser.

Among early vacationers were Parky Rogers, Joe Fabiano and Charles Maneikis.

Ted Aber went west to his native New York State and relaxed in his summer place in the Adirondacks.

Mary Geary, Mary Conton and Peg Delaney drove to Maine for a couple of days and stopped to see Alma Aldrich, formerly of Traffic, who with her husband runs a restaurant in Damariscotta. The girls had a wonderful meal and Alma enjoyed seeing them.

The wilderness is not so remote as we think. Hank Mathieu's family saw a bobcat, which is normally nocturnal, in full daylight while driving through the woods during their stay at Moosehead Lake, Maine.

Rita Petroni of Shoe Carton Sales became the bride of Peter Connolly on June 14. They were married at St. Mary's Church, East Walpole, honeymooned at Lake George, and are now living in Norwood.

Harold Bailey, now in the Army and formerly of the Cost Department, dropped in recently. Now a specialist in Russian, he may be assigned as an interpreter when he gets to Germany. He and his wife, the former Nancy Hartford of the office too, have been in California, where Harold has been going to Army school learning Russian. Nancy is welcomed back to the office for a short time, as Harold takes off for overseas. She hopes she can join him over there in a few months.



PATRICIA BLAIR, left, sophomore at the University of Massachusetts working in Accounting for the summer, served as interpreter when Senor Benco of Caracas, Venezuela, visited our Carton Sales Department June 24. Senor Benco, who speaks Spanish, and Hannah Flavin, right, were able to understand each other easily with Patty serving as the go-between.

East Walpole Mills

Production and Power

Joseph Coburn, laboratory technician and a director of the Neponset Credit Union, represented the Credit Union League of Massachusetts at a Chicago credit union convention in June. He had already just taken an active part in the Bay State league's convention in his role of first vice president of the league.

Karl Larson, also of the Lab and well-known local musician, has a new son, Peter, born July 5. This is the Larsons' sixth child.

Ken Rouillard, Planning Department head, has been busy in the Midwest recently. His son Bruce graduated from Hiram College in Ohio on June 8 and was married to Patricia Pritchard on June 14 in Indiana.

The latest addition to Lester Tarbell's family, Stephen, born June 3, won his proud daddy a prize as the father of the youngest baby for Les's 20th class reunion at the University of Maine. Les was given the prize after the reunion, inasmuch as the three-day-old son was keeping him close to home for a while.

On June 26 a farewell dinner at the Floral Club in Wrentham was given in honor of Frank Massey, who has just retired. His friends gave him a fine send-off, and presented him with a portable jig-saw which Frank plans to use on many projects.

Jenney Wasilunas of John Burke's office set July 20 as her wedding day. On June 26 a group of friends at the office entertained her at the Lord Fox for dinner, presenting her with a set of trousseau lingerie. Just before her wedding day she was given place settings in her sterling silver pattern. She is now Mrs. Albert Shameklis.

Most of us know that Tom Flood's youngest daughter is as beautiful as she is spirited,



BARBARA HANKS, recently appointed in charge of Duplicating, Addressograph, Mail and Messenger Departments at the home office. She has been with Bird & Son since 1950, in the Duplicating and Mail Departments for most of that time. Barbara holds a certificate in the Office Management Institute and is at present studying nights at Northeastern University for her degree in office management.

but on June 26 this impression gained official recognition when three-year-old Susan was chosen first-place winner in the Norwood Stop & Shop Beauty Contest. The choice was made from photographs taken at the store the previous month.

Finishing Mill

Ann Griffin gained a son when her daughter Jane recently became the wife of Gene A. Russo at St. Mary's Church, East Walpole, June 1. The groom is stationed in the Navy at Norfolk, Virginia.

Paul McColgan was on his tour of duty with the Army Reserve Corps at Camp Drum from July 5 to 19.

Liborio "Ray" Colaneri spent two weeks at Swift's Beach, Wareham, soaking up the sunshine.

We welcome back Huntington Monroe, transferred from the Paper Mill.

No. 1 Box Shop

Arthur Joyal's son, Raymond, gave his family quite a thrill one Thursday morning in July at 5:45, when he called them on the phone all the way from Tokyo. They said it was as clear as talking to a next door neighbor. Raymond is stationed at Guam and is on a month's furlough in Japan.

Angelo Rissotti is the proud father of his fourth boy.

Robert Tauber and wife celebrated their tenth wedding anniversary by dining at Brook Manor, substantial and popular restaurant in Attleboro.

No. 2 Box Shop

Our best wishes to Amedeo DeFlaminis, Patsy Solbo and George Docar, who have become members of the Quarter Century Club.

Gertrude Jalkanen enjoyed her trip to California with Virginia (Mrs. Eino) Heikkila. They flew out in 13 hours to Los



TWO BIRD GIRLS from the East Walpole Office and their husbands: Joanne Lukow Leary and husband, Daniel, left, and Ann Lukow and husband, Joseph, Joanne's parents, photographed together at the young couple's wedding reception following their marriage on May 25.



DETROIT PITCHER, ace right-hander Frank Lary, chats with a friend, Floor Covering's Bruno Giordano, at the Fenway Park clubhouse when the Tigers were in Boston playing the Red Sox earlier this season. Bruno, right, and Frank were in the Service together.

Angeles and returned by bus in 4½ days. Gertrude says the bus was air conditioned and stopped at all the nicest places. While on the Coast they visited in San Francisco too.

The week of July 4 with the shop closed, a number of people took trips, while some stayed home to fix up things around the house.

Our best wishes to Bartley Faherty and to Peter Jakobowski, both of whom were married recently.

Norwood Roofing

John Hutchins' friends are very happy to hear that he is much better and at this writing expects to be out of the hospital very soon.

Tony and Mrs. Utorka spent a week in New York City as part of the Norwood delegation to the Elks National Convention.

Mr. and Mrs. Arthur McKenna spent their vacation with their son Raymond in central Ohio. Their visit coincided with the arrival of their fifth grandchild (fourth grandson), David Scott.

Best wishes for a speedy recovery to Fred Picard, who is at home recuperating from a serious ulcer operation, which required 14 transfusions. Seventeen of Fred's associates at Bird's responded to the call for blood.

Connie Clark, daughter of Charlie of the Foremen's Office, after winning the local beauty contest title in the Maine town where she lives, competed for the title of Miss Maine this June. While another girl won it, she was voted the most popular by the group of girls competing.

Jimmie Mack, son of James Mack of the Roofing Office, has passed his exams to enter Cathedral High School, Boston, this fall.

Newcomer to Joe Cadero's house is Jennifer Lee, born June 6, and to Jack Reddick's house, Constance Allen, born May 26.



GOLDEN WEDDING of a handsome couple, Mr. and Mrs. John Poulousky, was observed in June. Mr. Poulousky retired nearly 10 years ago from the East Walpole Paper Mill, where he worked for many years. They live in Norwood and have four children and 11 grandchildren. Their daughter Alice, who played a big part in making their celebration a success, works in the office of No. 2 Box Shop. (Photo by George Vozella.)

Priscilla MacKenzie and girl friends had a cottage at Dennisport on the Cape for their vacation.

Patsy Famiglietti is the father of three former Walpole High star hockey players, all of whom will be going to college when the youngest, Ronald, enters Bowdoin in the fall. Ronald, who was awarded a Bowdoin alumni fund scholarship, was named most valuable player in New England interscholastic hockey play, when Walpole High won the championship at Providence this past spring.

Maine seems to be the center of attraction for Roofing Laboratory vacationers this year. Norman Olson, Caryl Hinds, and Jim Jackson have paid their respects, with Roy McQuillan stopping off at Maine but going on further to see what Nova Scotia looks like. Leonard Weaver went north but to New Hampshire.

John Lukko and family motored to Washington, D. C., this spring and were fascinated, as everyone is, how easy it seems to be for the Government to make money. (Manufacture it, that is!)

Dick Duncan has been giving water-skiing lessons at his Lake Pearl home. John Colaneri has been Dick's only successful pupil at staying up on the skis. All the rest have returned with the same accomplishment — water-logged.

Floor Covering

Births include a daughter, May 1, to Mr. and Mrs. Victor Plosinski; a son, May 29, to the Paul Mannings; and a daughter on June 25 to Henry Honeth and his wife.

Jim Bunker was in Florida and saw his son pitch for Miami, the Phillies' triple-A farm club.

New member in Stores is Leo Eldracher.



NEWLYWEDS. Mr. and Mrs. Vytinis Sitkauskas, married April 27 at East Walpole. The bride is the former Mary Silva who works in Purchasing.

Good luck to Victor Garneau, who is leaving us to live in Florida.

George Shackley appeared on TV recently in an interesting community program arranged by Norwood's Callahan School Parent Teachers Association. For WHDH-TV's Boston Ballroom program (Bob Clayton), a group of 15 or 20 couples in the PTA did a series of ballroom dances, from waltzes to polkas. They had rehearsed with records for about two months before going on the air the evening of June 28. Mr. and Mrs. Shackley were partners.

Mrs. Shackley is chairman of the PTA Program Committee, while George is a member of the Nominating Committee. Their son David, 11, goes to the Callahan School. The Shackleys have two other children, George 15, and a married daughter, Mabel Messina, who has a baby. As for the television appearance, George said it went off very well, but boy, are those lights hot!

* * *

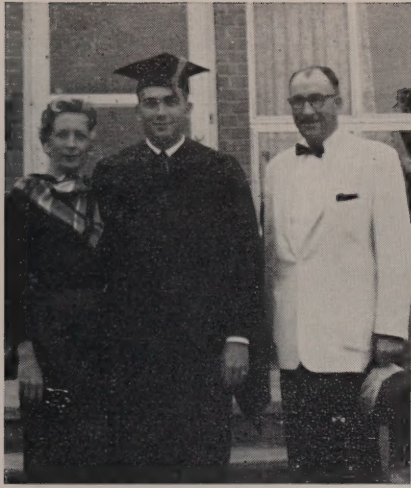
Flying to England this summer for his vacation is Jack Flynn of Shipping to join his wife and daughter, Diane, 9, who have been visiting her folks back home. They live in Nottingham, Robin Hood country, that is. Jack had not been in England for 13 years. He met his future bride there during the war.

Phillipsdale

Mr. and Mrs. Henry Lourenco and son Paul, 11, left Boston, June 22, via Pan American for Lisbon, Portugal. They are visiting Henry's mother and will be gone eight weeks.

Another overseas trip — Mr. and Mrs. Antonio Amaral flew from Boston, July 1, on a Pan American plane for St. Michael, Portugal. They are visiting Mrs. Amaral's parents and are staying at least six weeks.

New men welcomed are Earl Vincent and Anthony Ricci. With us for the summer in the Laboratory is University of Maine student Eric Krapovicky.



MR. AND MRS. T. F. REIMANN (Chicago Roofing Sales) recently went to Boston to see their son Robert graduate from Boston University. Robert won his letter on the wrestling team, but intends to confine his wrestling in the future to law books until he passes his bar exam.

W. J. Hill, Inc.

Early season highlight was a fishing trip. The boys had a fine time, caught lots of fish, including cod and pollock.

New Britain Plant Moves to Ground Floor To Improve Location

DURING the latter part of July the New Britain plant moved from the top floor to the ground floor of the building now owned by Arawana Mills.

The New Britain operation is primarily one of service to the customer. The advantages of a ground floor location are obvious. Materials can be easily and quickly moved in and out from the adjacent shipping platform, making it much easier to handle short runs and fast deliveries.

This location is also larger. In addition to the fibre box operations certain horticultural products will be stored, again providing better service to customers.

The move was completed about August 1.

Chicago

As we go to press our two Marys, Curran and McWade, are in the middle of their European vacation. They took off from Midway Airport on July 4th on a 28-day tour of Europe including the Brussels Fair.

Our two summer employees are back with us after graduation from college. Barbara Mayer graduated from Knox College in



Seven little beagles,
All in a row.
Stuff them in Pa's socks
And hang them up — so!

Evelyn (Floor Covering Sales) and George (E. Walpole Piper) Angus were presented with these by one of their two female beagles this spring. As you can see, the puppies didn't mind this treatment a bit.

Galesburg, Illinois, and will teach high school this fall in nearby Argo. Ronald Snyder of Traffic graduated from Bradley University in Peoria.

Helen Grether left us in June to move to Phoenix, Arizona. We hope she and her family enjoy life in their new home.

John Hickey took an early vacation and spent it at home. The only trouble was it was during the Chicago "monsoon" — rain every day.

We enjoyed a short visit from Pearl Watson who formerly worked in the Office. Pearl now lives in California.

Gresh Brebach, Jr. was a recent graduate of Bloom High School, Chicago Heights. He plans to attend the University of Illinois in the fall. He is the son of Gresh Brebach, Chicago salesman.

Vic Schneider, manager of our St. Louis Warehouse, had his car stolen on July 4 and to date hadn't gotten it back. He's thinking of sending home to Colorado and get a horse to ride back and forth to work.

Charleston

Alfred Lukow of the Laboratory has been on summer training with the Marine Corps Reserves at Corpus Christi, Texas. Cpl. Lukow and another Charleston Marine reservist made the news in a picture showing them practicing with a Browning automatic rifle.

Shreveport

While his wife was away at camp for a few weeks, Dick Potter's mother came down from Detroit to keep him company. Dick says she prepared everything she knew he liked to eat, and he enjoyed her visit very much.



CHARLES CLARK, Norwood Roofing and his lovely daughter, Cornelia, in her high school graduation ball gown. She graduated from Boothbay Harbor (Maine) Regional High School in June and at the end of the month was voted Miss Boothbay Harbor in the annual contest where entrants are judged on beauty, personality, poise. Connie is a ballet dancer and conducts a school of her own at Boothbay.

Kenneth Pickard, Winder Man on No. 3, was married to Lorraine Rowe on June 27.

Bill Kirkland took his vacation and moved into his lovely new brick home in Plain Dealing. It is a pretty house and is topped with a Bird Master-Bilt Snow White roof.

Lorraine Williams spent her vacation in Florida. A card received from her says that it rained most of the time but we are sure that she has had a very nice time.

Clayton Cobb on his vacation planned to just stay around home and rest and fish.

N. R. McNeill said that he was going to Florida.

Anne Eddy and her son Gary were in Plainfield, New Jersey, visiting Gary's paternal grandparents. From letters received, they were having a very nice vacation.

On July 15, Blanchard Watts received his master's degree in the Cedar Grove Masonic Lodge and is now a Master Mason. Grady "Jake" Brown assisted in conferring this degree and moral support was given by Edwin Sompayrac (who received his final degree the last of May), Troyce Brown, Paul Council and Frank Markham.

Bass Prize to Myers

BASS CONTEST was won by Cephas Myers with a 4 lb. 5 oz. bass caught at Jonesboro, Louisiana. He won \$32 for his effort and it broke William Winkler's heart to have to part with the pot.

Willie Smith caught a 5 lb. 4 oz. bass at Jonesville, Louisiana, but could not enter it into the contest as it was caught outside of the 100-mile radius.

(Softball, page 14)

News Briefs . . .

(Other "Briefs," page 9)

WHAT, NO MORE TERMITES?

BIRD TERMIBAR, a new product, provides a new method of keeping out termites from buildings.

The termite, or white ant, occurs throughout most of the United States, though it is more prevalent in the South.

Our new product is a heavyweight felt saturated with a termite-killing chemical, dieldrin. The felt also has a polyethylene film combined to one side to form a vapor barrier.

In use Bird Termibar is placed in strips 6 feet wide beneath foundations or in crawl space. The toxic dieldrin,

manufactured by Shell Chemical Corporation, kills the termites, ants, roaches, etc. and the polyethylene film keeps out moisture.

In places where pipes run through the barrier, Bird provides Bird Termibar Caulk to seal all possible avenues of entrance against these destructive insects.

Termibar was invented by a Charleston, South Carolina, architect, Milton Abrams. He took his idea to Bird Southwestern Division manager, J. H. Van Hoy. Mr. Van Hoy was impressed. The sequence from there was Mr. Van Hoy to F. P. Reynolds, director of research, to J. H. Kemmler, chief research chemist, to James Twohey, research chemist. Mr. Twohey took it over as a research project and developed Termibar to the finished, marketable product. Even now the U. S. Department of Agriculture is continuing tests in termite-infested areas and in the laboratory with live termites at Gulfport, Mississippi. Patent application for this product has been filed.

Compare Methods



THE JAPANESE MATERIAL HANDLING study team visited Bird & Son mills on June 17. Serving as guides for the group were: Russell Pulsifer and Stephen Traudt of Industrial Engineering and William Stillman, Paper Mill.

Shreveport Softball

THE regular schedule of the 1958 softball season has just ended. Bird & Son in the Business League is again the winner of the straight-away pennant with a record of 12 wins and 3 defeats. However, the league champion is determined by a double elimination playoff between the top four teams in the league.

Bird's hopes of winning their fourth straight championship were dimmed considerably when they were defeated in the opening game of the playoffs by Ohio Oil Company by a score of 5 to 3. In order to win the league title Bird had to win four straight games without a defeat. This is exactly the same situation the team found themselves in last year and went on to win the championship. We are hoping at this writing they can repeat the performance.

YOU DON'T HAVE TO SEND IT BACK

If you get merchandise in the mail which you did not order, listen to what the Better Business Bureau says about it. You do *not* have to:

- acknowledge its receipt, or
- return it, or
- pay for it (unless you use it), or
- keep it beyond a reasonable period of time, or
- answer any "dunning" letters.

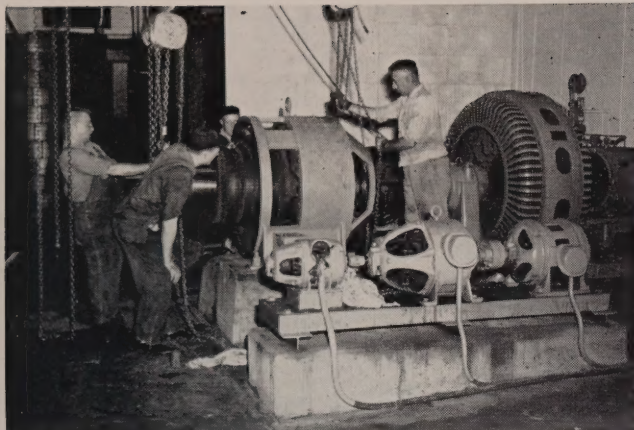
The Bureau continues: "If the shipper or his agent should call for it within a reasonable time (most unlikely), you do have to surrender it; but you can demand payment of storage charges before giving it to them!"

Switchboard at New Home Office

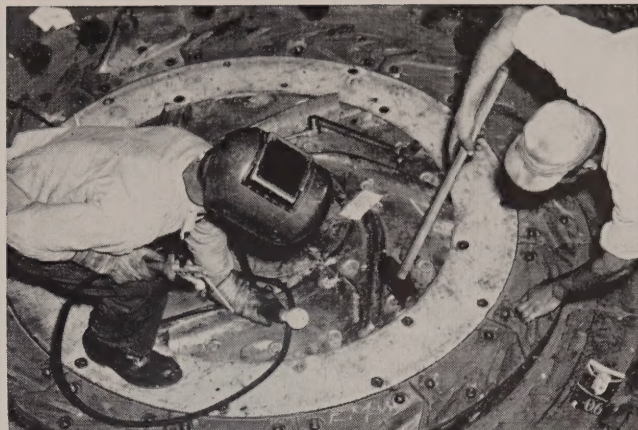


DIAL "O" FOR OPERATOR. Bird & Son operators at the three-position switchboard at the new main office. Left to right: Gladys Noddin (relief operator), Martha McLaughlan, senior operator, and Helen Tohosky (relief operator). Eleanor Kehoe, the third regular

operator, was on vacation at this time. In back are Bruce Miller, communications engineer for the New England Telephone & Telegraph Co., and Eugene Murphy, manager of the phone company's local business office. (Photograph courtesy New England Telephone & Telegraph Co.)



WORKING ON THE MOTOR GENERATOR SET near No. 3 Paper Machine are Edgar Johnson, Stephen Joyce, Herbert Palmquist and Joseph Emerson. This was cleaned during the vacation shutdown in July.



NOT FROGMEN — but John Glebus, with welding helmet, and Michael Sadaway of East Walpole Maintenance, starting to replace the shoes on the impeller at No. 4 Hydrapulper. These shoes are blades which throw the paper stock against the wall of the chest when the circular impeller rotates.

While We Played They Worked

DURING vacation shutdown in July, maintenance departments at the Massachusetts plants were busy making repairs to plant equipment. No big projects were undertaken, but many routine and necessary repairs were completed.

At East Walpole, for instance, necessary jobs were done throughout the Paper Mill. Typical of these are the two illustrated on this page.

Many other minor repairs were made at the Box Shops and the Finishing Mill.

At Floor Covering, with most of the plant operating, only one major repair job was scheduled: the overhauling of the scratcher in the Linoleum Department, including putting in new bearings. Other necessary repair jobs will be scheduled week-ends during the summer.

Important installations completed last year at Floor Covering were the new tile packaging machine and the spiral wrapper for Vinyl rugs, as shown in the pictures on page 4. Also, a cooler conveyor for the linoleum mix was installed last year and early in 1958

improvements were made in the Vinyl operation.

Most of the Phillipsdale Plant shut down for one vacation week only. No major repairs were scheduled here, but many small maintenance jobs were done.

All roofing plants were operating in July, with no major repairs scheduled. At Norwood, however, the new shingle cutter and take-off section at No. 1 Machine have been worked on this spring and early summer, while the machine continued to produce. The changes at the finishing end of this machine have been almost completed.

New American Firm for KaMeWa Propeller

BIRD-JOHNSON COMPANY, a new corporation, began operations in June with a plant and laboratories at South Walpole, and a sales office at 21 West Street, New York City. The new company will produce and sell in the United States the KaMeWa Controllable Pitch Propellers which in recent years have been produced by the Bird Machine Company under contract to A. Johnson & Co., Inc. of Stockholm, Sweden.

The controllable pitch propeller, pictured in color and described in detail in last December's Review, is used on ships of all sizes. It gives precise control of the ship by the man on the bridge. With it a ship can be changed from full speed ahead to dead slow, quick stop or reverse — all without changing the direction of rotation of the propulsion machinery. It is vastly superior to the conventional methods in which the engines themselves must be reversed to reverse the ship.

This propeller, made successfully in Sweden for 20 years, has great promise and significance for American shipping.

The new company is owned jointly by Bird Machine Company and A. Johnson & Co., Inc., which is part of the Johnson Group of family-owned enterprises including a shipping line, a ship yard, a steel works, oil refineries and several large engineering works.

Directors of Bird-Johnson Company are Axel H. Anderson, Axel A. Johnson of Sweden, F. K. Becker, Robert Lynch of New York, and Howard H. Scott of New York. Becker and Anderson represent the Bird organization. Scott was formerly manager of a U. S. subsidiary of the Johnson Group which sold the Swedish-made propellers in this country. Officers are F. K. Becker, president, Howard H. Scott, vice president, and Wesley C. Ahlgren, secretary-treasurer.



RIGHT! Appropriate safety slogan hangs in the Norwood Roofing cafeteria where all can see it at coffee break time.



IT WOULDN'T BE JUNE without the Bird Club Field Day and it wouldn't be a field day without rides for the children. At the left the Kiddie Whip. (Some of you will recognize familiar faces.) Below, a pony cart ride, with Ann Barker, Hermon Barker's daughter, and Jane Ryan of Old Post Road.



BIRD CLUB *News*

Tri-Mill Sports

One result of the well-attended June 10th bow and arrow — pistol shoot was to gain more converts to the ancient art of archery. Next event listed for late August is a wienie roast and skeet shoot at the Walpole Sportsman's Club.

Tours

Long-range plans for tours, just announced by chairman Andy Center, are: Montreal, week-end of October 12; Washington, week-end of April 19, 1959.

Field Day

Responsible for giving a good time to 1400 youngsters at the annual field day, June 15, was John Gnecco, Entertainment chairman, and his committee. On hand to assist him were Aldo Bertoni and his wife, George Shackley, Mary Moylan, Martha McLaughlan, Anthony Phillips, Frank Mazzocca, Roxy Coburn and Ella Stratton.

Men's Golf

Team standings reported by John Kunelius at the end of the first half at Walpole: Capt. Reddick, 54; White, 52½; McDougall, 43; and Eppich, 31½. Winners in the tournament were: Jack Reddick, 1st; Harold Cady, 2nd; George Johnson, 3rd; and Ed Jankowski, consolation. Play resumed on July 24 at the Franklin Country Club. Another Scotch foursome with the girls was coming soon.

Girls' Golf

Finals tabulated by Marion Tolman at the end of the season in June: Top-

Notches, 22½, Peg Corcoran, captain; Spauldings, 19, Maizie Driscoll, captain; MacGregors, 17, Anne Walukevich, captain; and Mar-Vels, 10½, Mary Bannon, captain.

Anne Lindsay had the best average at 47.0. Other lows were Peg Corcoran and Carolyn Delaney, 51.3; and Velma Cobb, 54.0

Softball

In the Norwood Industrial League, the Bird Club was tied at first place with the Golden Bears near the end of the first half of play. The concluding round was to start late in July. Nick Ferrara of Floor Covering is our club's

softball chairman. Flash! We won the first round!

Neponset Choral Society

The program for the December concert (the 12th) will be a Bach motet, "Jesu, Priceless Treasure," and Healy Willan's "The Mystery of Bethlehem," a Christmas cantata. Leonard Weaver, director, says that plans are being made for appropriate observance of the 10th anniversary of the society this 1958-59 season.



MUCH BOWING and waving of fans was evident at Walpole High School May 9 and 10 when the Neponset Choral Society presented Gilbert and Sullivan's "The Mikado." Scenery, costumes, music and acting were all

proclaimed "the best." Principals included: Craig Bumpus as Pish-Tush, Hoel Bowditch as Pooh-Bah, Anna Santoro and Audrey Di-Tomaso as two of the three little maids, Edgar Grout as the Mikado, and Delphine Brule as Katisha.

Deaths

Judith Manzer, 19, who was secretary in the Research Laboratory, died June 21 at the Norwood Hospital after an illness. She had graduated from Sharon High School just a year ago.

Judith was the daughter of Mr. and Mrs. Colin L. (Beatrice) Manzer of 13 High Plain Street, Sharon. Mrs. Manzer is a Bird & Son employee in the Main Office Stenographic Department. Besides her parents, Judith leaves three younger sisters, one of whom, Dorothy, also works in our Main Office. A number of Bird people attended the funeral services held on June 24 in Sharon.

Felix J. Counter of 114 Chestnut Street, Foxboro, died June 7. He had suffered from ill health for some time. Funeral services were held on June 10, with a solemn high mass of requiem at the Blessed Sacrament Church, Walpole. Mrs. Counter, the former Marie Poulin, survives him.

Mr. Counter had continuous service at Bird & Son from July 8, 1924, although he had first come to work in 1911 and had been employed at No. 1 Box Shop for several years. Since 1924 he had been at the Floor Covering Plant where he was an operator of the tube machine in Finishing for many years.

Born in 1894 and a native of Oakland, Rhode Island, Mr. Counter was a veteran of World War I and served overseas in France.

Nicola Langione, who retired in June 1950, died on June 4 at the Massachusetts General Hospital, Boston. He had been employed in the yard crew at the Norwood Roofing Plant since he came to work here on December 30, 1942.

Mr. Langione was a widower. Four sons and three daughters survive him. They are Joseph, Mario, John and Louis, and Mrs. Anna Genetti, Mrs. Ida DeBernardine and Mrs. Margaret Fowler. All live in this general area.

A resident of Dedham for over 50 years, Mr. Langione had lived at 333 Washington Street in that town. He was born in Italy on December 21, 1884. Funeral services were held at St. Mary's Church, Dedham, on June 7 with a solemn high mass of requiem.

Mike Minkevics of 26 Folan Avenue, Norwood, died suddenly on June 13. He was in his 71st year, having retired from Bird & Son in December 1954. He had a long service record, having been with Bird & Son steadily since May 4, 1910, when he started in the Box Shop at East Walpole. For many years he was a stapler in the Solid Fibre Cases Department at No. 1 Box Shop. From 1946 he worked as automatic taper finisher in the Corrugated Cases Department.

Mrs. Minkevics survives him, as well as three sons, Fred, Michael and Joseph, and two daughters, Mrs. Gertrude Augusta and Mrs. Jane Breen. Joseph is at present in Korea. Fred has been living for some years in La Plata, Argentina.

Mike Minkevics was born in Lithuania. Funeral services were held on June 16, with a solemn high mass of requiem at St. George's Lithuanian Church.

Glen E. Stiteler, 70, retired Floor Covering salesman, died July 3 in Harrisonburg, Virginia, after a long illness.

He was a successful and much respected salesman in the Virginia ter-

ritory from January 1937 until his retirement in June 1949. He had a warm personality that won him many friends both in the company and with customers.

Born at Wichita, Kansas, he lived most of his life in the northwestern Virginia county of Rockingham. He was widely known as a member of the United Commercial Travellers and was active in fraternal organizations.

In his early days Mr. Stiteler was a professional magician and played in many cities in the old Keith-Orpheum Circuit. After he left the theatre, he often performed for friends and at local entertainments.

Services were held at the Harrisonburg Baptist Church on July 6. He is survived by his wife, Mary, three sons, Glen, Warren and Carlton, seven grandchildren and four sisters and brothers.

ON THE COVER happy youngsters enjoy the pony cart ride at this year's annual Bird Club Field Day, June 15 at Bird Park, East Walpole. These pretty little girls are Gus Farris's daughters, Ellen, 4, and Linda, 7.



FLOWERS and a projection screen for Julia Lewis on her 30th anniversary, July 2. She is secretary in the Industrial Engineering Department, whose members were looking on as this candid shot was taken with a Polaroid camera.

BIRD NEPONSET REVIEW

Vol. 46 No. 3

August 1958

Published for the employees of Bird & Son, inc., and the Berry Refining Co. to promote good service, good business, good will.

Editorial Office at East Walpole, Mass.

EDGAR M. GROUT, Editor

ELEANOR M. GARLAND, Assistant Editor

KENNETH W. PIERCE, Photographer

JOHN J. MURPHY, Adviser

SHOULD THE PITCHER FIELD BUNTS?

A pitcher's main job is throwing a baseball . . . preferably in the strike zone and with enough on it so the batter can't hit it. He's classified as a pitcher but he also expects to field bunts, cover first base and even back-up the catcher if the situation calls for it.

Why? Simply because if he insisted on doing nothing but pitch, the whole team would suffer from his poor performance. Inefficient baseball teams don't win pennants.

Most people can understand how the performance of one player on a team of nine can influence the result of a ball game. But, it's a lot harder to see how a hundred men saying, "That's not my job," can influence the success of a department which employs over 7000.

For some reason many people think their jobs are unimportant, that their individual performance—good or not so good—makes little difference, that somehow any large company can afford less than top effort.

This is dead wrong, of course.

Any kind of waste . . . including waste of time and manpower . . . is just as destructive to a large department of a big company as it is to a nine-man ball team.

Don't get the idea this little message is aimed at any group in particular. We all get on our high horses from time to time and object to doing something that we don't think is "part of my job." But everybody — general manager or clerk or production worker — has a real stake in the elimination of wasteful practices . . . especially these days. If standing on ceremony means standing around waiting for the other guy to do something we easily could do ourselves, we're just cutting off our collective noses to spite our face.

Common sense tells us that no one can expect to be so specialized that he can spend every hour of the day doing nothing but work mentioned in a job identification, something never intended to be all-inclusive . . . any more than a pitcher expects to do nothing but hit the strike zone.

* * *

Reprint of an article in the April 18th issue of G-E News of Schenectady, New York.



BIRD REVIEW

NEWS DIGEST

Vol. 46 No. 4

October 1958

Benefits Increased Under Amended Retirement Plan

By this time you should have received your copy of the new booklet describing the increased benefits under the Amended Retirement Plan. If not, ask your foreman or department head to obtain a copy for you.

The plan for hourly-rated employees was negotiated last year, but has just recently received government approval.

Normal Retirement

The amended plan provides increased benefits. Under the new basis of figuring, if you retire at the normal retirement date your monthly pension will be \$1.75 multiplied by the number of your credits for company service, up to a maximum of 30.

You receive one credit for each year of company service up to January 1, 1953. After that date you receive a full year's credit if you work at least 1800 hours in such year. If you work less than 1800 hours, you receive credit for 1/10th of a year for each 180 hours worked. You also receive certain credits for vacation, holidays, and certain sick leaves or leaves of absence, if such credits are necessary to make up your 1800 hours. Only continuous service with the company counts.

Whatever you receive under this amended plan is in addition to what you are paid under Social Security.

A person with the full 30 credits, for instance, retired at the normal date (December 31 of the year he

reaches age 65) will receive \$52.50 monthly in addition to his Social Security benefits. To provide this much income for yourself and have it last for 15 years, you would have to save about \$10,000 by age 65. In addition to the \$52.50 provided directly from the plan, Bird & Son also pays into the government social security account the same amount that you pay. Your company is thus helping pay for your social security benefits too.

(Continued on page 4)

ONLY THE WALLS were left standing at the old No. 3 ovens area, Norwood Floor Covering Plant. This building will soon be roofed over and made ready for the curing section

ON SCHEDULE

HURRICANE HELENE, and constant threats of other hurricanes, gave the floor covering plant management some sleepless nights in September. In making the buildings ready for the curing section of the new rotary unit, everything except the walls of No. 3 ovens had to be removed. For several weeks, until the roof steel girder installation started in October the side walls, 200 feet long and 40 feet high, were left standing with only timbers to brace them. A bad hurricane or flood would have meant disaster.

However, all went well — some parts of the work even being ahead of

(Continued on page 2)

of the new rotary unit. In this same area will also be the new photographic laboratory, the coating mixing equipment, the block room and a storage area.



ON SCHEDULE (Continued)

schedule, and Vappi Construction Co. is now working fast to close the new building in before real cold weather hits. Frank Maconi, plant superintendent in general charge, has appointed two committees to discuss the various problems and make fast decisions as necessary:

The Construction Committee consists of Ernest Paciorkowski and William Pratt of the floor covering plant; Albert Ferre of Industrial Air Co. (the company which designed and is now building the tunnel drier and the duct work), Vincent Vappi of Vappi Construction Co., Earle Crawford, the engineer who designed the rotary machine, John Callan of the development engineering department and John Roos of Bird Machine Company.

On the Process Committee are Frank Reynolds and James Kemmler of the research department, Ernest Paciorkowski and Everett Fuller from the floor covering plant, Mr. Crawford and Mr. Ferre.

Big Changes

It has been and will continue to be a big task to keep all parts of the project on schedule. First there are the building changes. The machine will extend about 600 feet along the west side of the plant roadway. Besides the oven areas, which were torn out completely, there will be extensive changes in the block room area, the old No. 3 and No. 4 machine rooms and the finishing department. Thousands of feet of piping and wiring have to be changed, in some areas changed twice, first temporarily then permanently. At the same time outside construction companies are working on ducts for the tunnel drier and the cooling section, rolls and other machinery for the rotary unit and a great deal of other necessary equipment. So far in all areas, every deadline has been met.

A section of the East Walpole main office has been set aside for the engineers working on the machine design. Here in addition to Mr. Crawford and John Callan are Charles DiAngelo, Nesi Ali-Oglu, Clinton Berwick, William Rogers and Moses Bader. At drawing boards in the floor covering drafting room, working on other phases of the project, under the direction of Ernest Paciorkowski, are Theodore Freeman, Lawrence Bishop, David Fleming and Robert Lee of Conrad & Son.

Bird & Son Buys Small Paper Company

BIRD & SON purchased on September 2 the George W. Dinsmoor Company of Lawrence, Massachusetts. This company manufactures paper cores, textile board, convolute tubes and other paper specialties.

Bird & Son has always sold a good volume of paper to this Company. We will now supply them in larger amounts, thus helping production at our East Walpole paper mill.

Founded by George W. Dinsmoor in 1895, the company employs 30 people. No changes are contemplated in the internal operation of the business, although its purchase now makes it a wholly owned subsidiary of Bird & Son. The George W. Dinsmoor Company will continue as formerly to sell to the trade, and Bird Fibre box salesmen are also selling products made by the Dinsmoor Company.

Long Service List

October

Name	Year	Dept.	Years
Mary B. Foley	10-14-13	Office	45
Catherine M. Brady	10-7-18	No. 2 Box Shop	40
John C. Seastrand	10-8-23	Paper Mill	35
Domenico Cistenseinso	10-9-23	Roofing	35
F. Roy Cooper	10-15-23	Office	35
Hugo I. Salomaa	10-16-23	Floor Covering	35
Guptill C. Fillmore	10-18-23	Floor Covering	35
John P. Walsh	10-18-28	No. 1 Box Shop	30
Louis O. Hertel	10-29-28	No. 2 Box Shop	30
A. Philip Macchi	10-2-33	Floor Covering	25
Stephen Joyce	10-2-33	Maintenance	25
Guerino Pagliari	10-2-33	No. 2 Box Shop	25
Elizabeth I. Connolly	10-2-33	Finishing Mill	25
Mickele Lamonica	10-2-33	Maintenance	25

PHILLIPSDALE

Leslie E. Howard	10-10-23	35
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CHICAGO

Margaret M. Hoey	10-29-23	35
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November

Name	Year	Dept.	Years
Louis Maida	11-4-18	Finishing Mill	40
Margaret E. Delaney	11-26-23	Office	35
Edgar M. Grout	11-19-28	Office	30
Richard H. Emerson	11-10-33	Roofing Sales Mgr. Northern Division	25

Social Security Upped

The new Social Security law, just passed, raises benefits and taxes as well. The minimum old age benefit goes up from \$30 a month to \$33. The maximum for man and wife is now \$190 instead of \$163. Formerly we paid 2¼% on the first \$4200 of our pay for Social Security. Now we'll be paying, starting Feb.

3, 1959, 2½% on the first \$4800. So will our employer, who has to match our tax payment with an equal amount from company funds.

The new law also provides higher survivors' payments.

Deaths

EDWARD KEHOE, retired in 1949 from Norwood Roofing on No. 7 Machine, died on August 25, at the age of 76. A widower, he is survived by a sister, Miss Catherine Kehoe. He had worked for Bird & Son since 1942 and had lived on Railroad Avenue, Norwood.

JOHN A. PRATT, who died of a heart attack at the fire at the Norwood Roofing sheds on September 3, was 50 years old. He was an electrician supervisor at Roofing and was acting foreman in place of the foreman, Richard Storkfelt, who was on vacation. Mr. Pratt is survived by his wife, three children, John A., Jr., Robert and Jocelyn, his brother, William, assistant superintendent at Floor Covering, and seven sisters. He had worked for Bird & Son since 1926. In the years 1946 to 1951 he served as president of Local 896, CIO at the Roofing Plant.

BERNARD J. WALKER, foreman of the electrical department at East Walpole, died at the Norwood Hospital, September 18, following a short illness. He was 42 years of age. He had worked for Bird & Son since 1935, first at Floor Covering, later at the Main Mill. For 6 years he was president of Local 1330, CIO at East Walpole. Surviving him are his wife, Astrid; a daughter, Caryl A.; a son, David A., all of Westwood, a sister and two brothers, one of whom, Richard, formerly worked in the East Walpole Maintenance Department.

JOSEPH D. GIANETTI, 37, of No. 2 Box Shop, died at the V.A. Hospital in West Roxbury on October 5 after a long illness. He had been unable to work since August 29. Born in Norfolk, he worked for Bird & Son a short time before entering military service. He joined the company permanently in August, 1945, working for 12 years on the International folder. In March of this year he transferred to the sample maker's job. Surviving him are his wife, Lillian (Cronin), two daughters, Sandra, 6, and Paula, 1; his parents Mr. and Mrs. Dominic Gianetti of Franklin, three brothers and two sisters.

FRANK NUNES, 62, of 27 Massasoit Avenue, East Providence died on August 6 after a short illness. He had worked for the Phillipsdale Plant since December, 1945, first in the cutter room, then for most of his service in the finishing department of the board mill. He is survived by his wife, Mary.

WILLIAM TAYLOR, 41, of Shreveport died on August 25. He worked in the Slate Handling Department as an unloader during most of his time with Bird & Son, but began his employment in March, 1945 in Shipping. He is survived by his wife, Robbie Lee and his mother, Idella B. Taylor.

MORE ABOUT MASSACHUSETTS

Over 30,000 industrial jobs were lost forever in the past 10 years because of the unfavorable industrial climate in this state.

WHY have some businesses closed down or moved out of state?

The reasons are many, but here are some of them:

It costs almost any industry more to do business in Massachusetts than in any other state!

1. Taxes on corporations are higher here than in any other state in the nation.
2. Our state debt is the largest in dollars of any state:

Total - \$733,000,000

Per capita Massachusetts state debt-	\$152.38
" " New York	" " - 40.07
" " New Hampshire	" " - 89.56
" " Maine	" " - 37.95

3. Workmen's compensation costs to employers are higher in Massachusetts than in any other state. The compensation law is the most liberal of any state in the Union.
4. Unemployment benefits are among the highest in the country.

Businesses MUST watch major costs like these very carefully. When the going gets tough, some of them decide to shut down their expensive Massachusetts operations and expand in states where costs are more moderate.

What is the reason for these high costs:

STATE LEGISLATION, passed by a majority vote on Beacon Hill.

AT THE POLLS on November 4, Massachusetts citizens will select the people who can do something about this crisis - the members of our Senate and House of Representatives and the elected executive officers of the state.

To vote intelligently, we Massachusetts citizens must consider factors like these:

(over)

1. Is the candidate for further excessive state spending programs? If he is, a vote for this candidate is a vote against Massachusetts which already has the largest state debt in the nation.
2. Is the candidate for higher and higher benefits in unemployment insurance and workmen's compensation, which industry cannot afford? If he is, a vote for him can help drive industry out of the state, because costs for these items in Massachusetts are already the highest in the nation.
3. Is the candidate for more laws designed to restrict labor-management relations further? If he is, a vote for him will reduce the chances for industrial growth in Massachusetts because this state already has laws which make it more difficult to conduct a business here than in most other states.
4. Is the candidate really concerned about your job security, or is he more interested in programs which he thinks will get more votes at election time?

The candidate who SINCERELY wants to work for the future of the Commonwealth is the one WHO WILL PROTECT THE JOBS WHICH ARE STILL HERE, and on which we are all dependent, by making Massachusetts a desirable state in which to operate a business.

10/15/58

from the President's desk —

A report on Present Business Conditions

Building Materials Division

After operating during most of our busiest season with prices that were disastrously low, we began in September to feel the benefits of a general price increase. This has helped considerably, but prices are not yet back to the level they were in late 1957. Our volume in roofing products has been excellent, but the margin between selling price and costs is still too close for really successful operations. A recent sharp drop in orders has resulted in the lay off of a shift at the Norwood plant. Orders usually fall off at this time of year, but this year it has happened faster and earlier than usual.

Floor Covering Division

The situation here remains unchanged. There is less and less demand for enamel surface goods. Prices of Heavy Weight enamel surface materials dropped sharply during the summer. There is demand for more Vinyl than we can make with our present equipment. Volume of linoleum sales is good. The Floor Covering Division cannot hope for really satisfactory operations until our building program is completed late next summer.

Paper Products Division

Our paper and box operations have been reasonably good all summer and have recently shown a slight improve-

ment. The addition of the George W. Dinsmoor Company should help our total production picture, as we will be supplying them with more paper than formerly.

In summary, all our divisions have shown improvement in sales volume, but because of the low prices of many products in all our lines, the final financial earnings picture of the company remains clouded. It is certain that we will finish the year with only a little, if any, profit, in spite of our high volume. Our earnings have been so far below normal in the last two quarters that the dividend to stockholders was reduced from 25¢ a share to 10¢ for both periods.

Axel H. Anderson, *President*

Thirty-Seven Win

\$20 Suggestion Awards

SIXTY-NINE suggestions have been accepted at the summer and early fall meetings of the Suggestion Committee. Thirty-seven of them have been money savers, bringing their originators each a minimum award of \$20. Some of these may eventually show savings worthy of special awards later.

One man stood out above all others in total money won — Daniel Hourihan of Phillipsdale had three money-saving ideas which netted him \$60. Others with two or more winning ideas were John Carberry, William Haggerty, Domenic Restaino and Edmund Wenstrom of Norwood Roofing and Michael D'Espinosa and Frank Shumski of Floor Covering.

TURKEY DRAWING

Entered your suggestion yet in the turkey drawing? All suggestions received before November 15 are eligible. Regular awards will be paid on all winning suggestions as usual. In addition, if your name is one of the five lucky ones to be drawn, you'll be able to treat your family to a fine Thanksgiving turkey for FREE.

New Appointments

WILLIAM G. MARLAND is now sales manager of the combined Special Papers and Horticultural Sales divisions. William W. Cusumano has been promoted to assistant sales manager of these combined divisions. He was Special Papers salesman. In Shoe Cartons, Earle G. Davis has been named sales manager. This is a position which had been vacant since Ralph H. Hall was promoted in 1957 from that position to manager in charge of manufacturing and sales. Mr. Hall continues in this capacity.

COMING EVENTS

BANQUET for members and guests, Workmen's Hall, Norwood, October 25.

MUSICAL REVUE AND MINSTREL SHOW, "Off the Hook", Walpole High School, November 6, 7, 8. Cast — all Bird & Son employees, families and friends invited to take part. Only 15 days of rehearsals starting October 22, Bird School Hall, 7:30 P.M.

NEPONSET CHORAL SOCIETY CONCERT, December 12 at Walpole High School. Program: Bach motet, "Jesu, Priceless Treasure." Willan cantata, "The Mystery of Christmas."

News Briefs . . .

More Employees in Junior Achievement

With one additional JA Company, now three instead of two, starting this fall in Walpole, more advisers were needed. Bird & Son people volunteering are Bill Smith, Earl Boyden, Vic O'Sullivan, Elizabeth Gleichauf and Carroll Homan.

Bill Smith is the veteran JA adviser in the group. He is one of the Walpole promoters of this movement to teach young Americans about free enterprise by letting them run their own businesses. Incidentally, Bird & Son stands behind JA by making a substantial contribution as one of the sponsors.

Common Stock Pays 10¢

A dividend of 10¢ payable October 1 to holders of Bird & Son common stock was voted by the Board of Directors. This is at the same rate as the June dividend, and both are a 15¢ reduction from the 25¢ which had been voted for

each quarter for the past several years. The reduced dividend was the result of substantially lower earnings.

Our Credit Union Keeps Growing

Latest reports show that the Neponset Credit Union has just passed the \$2 million mark in assets. The growth of our credit union is ample testimony to its usefulness to the people it serves.

Catching The Commuters' Eye

Bird & Son has been on display in Boston's South Station during most of this past month of September. There has been a week of roofing display, another of our floor covering and the last week was taken over by the paper division. The very effective displays were the work of the men in Advertising Display: William Koehler, William Grazado, Walter Siderwicz, Nunzio Julius and Kenneth Pierce (Bob Barbaglia was vacationing in California at the time).

Retirement Plan

(Continued from page 1)

Early Retirement

You may retire with reduced benefits before age 65 if you have completed at least 25 years of continuous service. This pension paid for early retirement is figured the same as the normal retirement benefit, and then reduced ½ of 1% for each month you retire before your normal retirement date.

Disability Retirement

If you are totally and permanently disabled and if you have attained age 50 and have at least 15 years of continuous service, you may retire with full credit for your years of company service (up to 30), which you had at the time the disability started. Thus, if a person had 30 years of company service and became totally and permanently disabled at age 51, he would *receive full benefits of \$52.50 per month as long as he lived.*

If for any reason you find it necessary to request early retirement, speak to your foreman. Mr. Coleman from the Treasurer's office, who handles retirement matters, will then discuss your case with you and answer your questions.

Death Benefits

If you die before retirement your beneficiary will receive:

- The proceeds of the life insurance held for your benefit; and
- If you had a units account on December 31, 1952, the amount, if any, by which the value of this units account exceeds the proceeds of the life insurance.

Life insurance after retirement has been increased from \$500 to \$750.

* * *

The plan in effect for salaried employees is described in a separate booklet, also just distributed.

* * *

The Amended Retirement plan is provided for YOUR benefit, and without cost to you. To finance it the company has contributed an average of \$665,000 per year for the past 10 years into trust funds, held by the Merchants National Bank of Boston. This money can never return to the company, but must always be held for the benefit of the employees who come under the provisions of the Amended

Retirement Plan. The funds, in addition to providing income for over 300 employees now retired, now total about \$5½ million, to be used to provide benefits for those who will retire in the future. Also there is \$8 million of life insurance in force on the lives of all who are now working and under the retirement program. This insurance is entirely separate from the more than \$10 million life insurance in force under the Aetna Group Insurance plan.

As you read your booklet, other questions may come to mind. If so, ask your foreman or department head.

More Customers

For Bird Roofings

WHEN the Ford Roofing Products Company discontinued the sale of roofing products on September 30, arrangements were made for urging their customers to take on Bird products. To help in this connection, several Ford people are joining the Bird sales organization. Also, Bird salesmen have begun calling on the Ford accounts in the many states we serve. It is hoped that this arrangement will bring some increased business for all our roofing plants.

The Ford Company had been in business for nearly 100 years, but recently had been only a sales organization, purchasing its products from another competitor in the industry.

In its final letter to its customers the Ford Roofing Products Company said: "It is our sincere and considered opinion that Bird & Son, inc. is more qualified than any other roofing manufacturer to carry on the traditions of service and quality of which FORD has been justly proud. BIRD has been our most respected competitor and we are confident can furnish you with the finest in quality products and complete customer satisfaction."



E. Walpole, Mass.

Floor Covering Sales Changes

SALES MANAGER Arthur J. LeBlanc has announced several changes in his organization to achieve more efficient operations in keeping with the present market for our products. Each of the four field managers, in addition to supervising his respective field, has taken on additional duties. Stanley Blackmer of the southern field becomes Assistant to the Sales Manager with headquarters at East Walpole. The other three men will take over certain sales territories. The sales force as a whole has been reduced by six people.

Two developments in the industry made this move necessary. First, several competitors have introduced 16/4 (12 foot wide) vinyl. This has cut into our enamel surface business severely. Second, there has been a sharp price reduction in Heavy Weight Enamel Surface material. When others reduced their prices, we had to do likewise to meet competition.

Although we have been selling all the linoleum and Super Vinyl we can produce, our volume is temporarily limited until the new vinyl unit goes into operation next year. We will be able to increase our volume considerably early in the Spring when material made on our present equipment can be put through the new and faster curing section. In the Fall of 1959 we expect to have 16/4 Super Vinyl available.

THIS NEW FORMAT

To keep you informed about what is going on in Bird & Son, the *Bird Review News Digest* will be published in the months when the larger magazine does not appear.

The Editor

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BIRD REVIEW

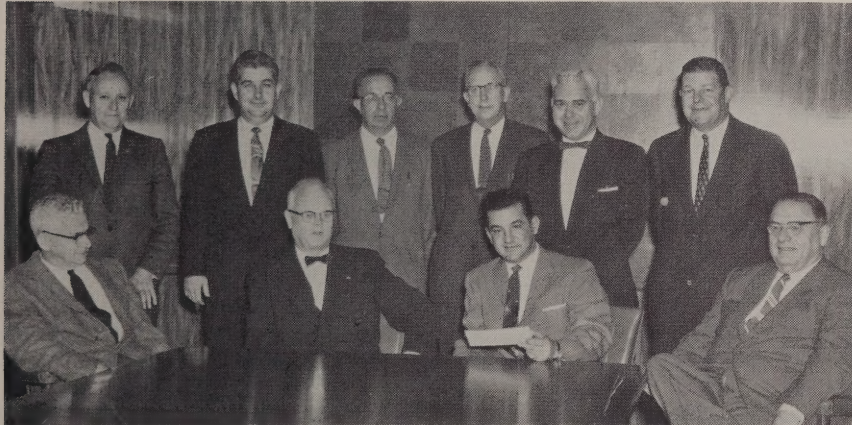
NEWS DIGEST

Vol. 46 No. 5

Published for Bird & Son, inc. employees and their families

November, 1958

Two Win Special Recognition for Outstanding Suggestions



Matthew Pino, Phillipsdale, receives check for \$100 in recognition of idea which solved an emergency situation at the steam turbine. Left to right: seated, D. S. Lowry, President Anderson, award winner Pino, Ralph A. Wilkins. Standing, Warren Anderson, Lawrence Aherne, Howard Hanna, Frank Reynolds, John Murphy, Charles Sumner.



IT was front and center for two suggesters last month who received checks of \$100 and \$50 respectively.

Matthew Pino, Phillipsdale machinist, was handed a check for \$100 by President Anderson in recognition of his unusual method of repairing the throttle valve on the steam turbine. A very serious shutdown would have occurred if Pino had not come up with the solution to this emergency situation. This was Pino's first appearance before the Administrative Committee for a special award although he has

Chicago winner, Martin Rosich, receives check for \$50 from Superintendent D. E. Frazier for an improvement in product idea. Also present to congratulate Martin is A. J. Bohnenberger, his foreman.

been a consistent winner ever since he began submitting suggestions in 1955.

Meanwhile, at a similar ceremony in Chicago, Martin Rosich was receiving a \$50 improvement in product award for a method of gauging shingles. Previous suggestions on the same idea had been turned down for various reasons in other years but Rosich's suggestion this year came at a time when the Chicago Plant could make practical use of the idea to meet competition.

\$20 awards for having had five accepted suggestions were paid to Luigi Cicolani, FBB, Edward Moore, FCM and Charles Waterman, Jr., DPRE. Peter Carchedi, Roofing Maintenance, was notified that his suggestion — "PUSHERS AT NO. 7 HORIZONTAL TRIM SECTION" — had been reclassified as an improvement in product. It was found that the springs he suggested for the pushers are preventing damage to the insulating siding, thereby improving the product. His award was reclassified from No. 2 to No. 1, with \$30 additional payment.

Regular Awards

John Buckus, FFV	\$20
Luigi Cicolani, FBB	20
William Hall, FFT	20
Edward Keefe, FBV	20
Andrew Kelliher, FBPM1	20
Edward Mingels, Jr., FBB	20
Edward Moore, FCM	20
Harold Partridge, Jr., FBE	20
Allen Perkins, DPI	20
Everett Pyne, FBPM1	20
Benoit Sirois, Lewiston	20
Anthony Soltan, FCSD	20
Ed Toler, FKM	20
William Clifton, Jr., FCPM6	5
Donald Gillis, FBPM5	5
John MacDonald, FFV	5
Tony Nado, FBPM1	5
Charles Solbo, FBPM1	5

(continued on page 3)

Economy Size Policies Available

NEW, lower premium rates have been adopted for all straight life, limited payment life and endowment policies written in amounts of \$3,000 and over by savings and insurance banks in Massachusetts. The new program started November 1, 1958.

The reduction in rates is possible because larger policies cost less to handle and it is proper and desirable to pass back a part of such savings to purchasers of those large units. No change is being made in rates for Five Year Renewable Term insurance, Home Protector or Family Provider plans since present rates and dividends on such policies already reflect the economies made possible by their higher average size. There is no change in the rates for smaller policies issued in amounts from \$500 to \$2,999.

Except for premiums and dividends, the economy size policies issued in amounts of \$3,000 and over will be exactly the same as those written for smaller amounts, including the same cash and loan, paid-up and extended insurance values, settlement options, etc.

No special request or form of application is necessary to obtain the new rates. They will be automatically granted under all policies to which they apply from now on. Policies will continue to be written as before with a maximum of \$1,000 on each bank.

If you now hold Savings Bank Life Insurance policies in amounts of \$3,000 and over you may wonder whether it would be to your advantage to surrender your present policies and replace them at economy size rates. The answer is generally "No." For one thing the increased age of the purchaser usually results in a higher premium which would offset any savings. If you have a question on this point or any other insurance matter, inquire at the Insurance Department in the Neponset Credit Union office.

BIRD CLUB NEWS

Banquet

Members and guests, 300 strong, jammed Workmen's Hall on October 25 to enjoy a Holman roast beef dinner and a pleasant evening of entertainment and dancing. The hearty dinner was served in the lower hall. Then the crowd moved upstairs where Master of

Ceremonies Art Johnson took over. There were singing, dancing and xylophone acts, peppered with Art's own special brand of humor.

Dancing until midnight followed, with music by Bill Grazado's Orchestra. This annual, always-popular event had John Gnecco and Julia Smith as Co-chairmen.

Tri-Mill Sports Club

Two turkey shoots are being held by the Tri-Mill Sports Club. These events are open to all Bird Club members and their families. The first one is on Sunday, November 23 at the Walpole Sportsmen's Club house. The second one is being held Sunday, December 21 at the Norwood Sportsmen's Club house. There are plenty of prizes at each event and each time refreshments will be served.

On November 9 we released our pheasants near the club house. Ben Baranowski and his committee released about 40 healthy birds. — *Bob Weger*

OFF THE HOOK

The Bird Club's big musical revue was presented to the public in three hilarious shows at the Walpole Senior High School, Nov. 6, 7, 8. More than 50 were in the cast, many of them Bird & Son people; in addition another 38 served on various committees. Committee chairmen were: Executive, Moses Bader; General Chairman and Publicity, Kenneth Pierce; Cast, Julia Lewis and Margaret Owens; Costumes, Roxy Coburn and Ella Stratton; Electricians, Robert Weger; Make Up, Martha McLauchlan; Program, Ted Aber; Staging, James Barnes; Tickets, Katherine Niden and Frances Fulton.

The singing was good, the dancing likewise, the jokes and gags really funny and the costumes and lighting very striking. Every scene was clever and well staged. It is difficult to name the best acts; but outstanding were Millie Sanborn's singing and Pete Rakauskas' comedy.

The show was a John B. Rogers production with professional direction by Robert Wayne Powers.

Choral Society Concert

Bird Club members will be admitted free at the 10th anniversary concert of the Neponset Choral Society at Walpole High School, December 12. Tickets are non-transferable, must be obtained in advance, and a Club membership card must be presented at the door along with each ticket.

Director Leonard Weaver reports that rehearsals are progressing well and that the following soloists have been chosen:

For the Bach Motet, "Jesu, Priceless Treasure":

Pauline Renaud, first soprano; Nancy Killcup, second soprano; Jacqueline Weaver, alto; James Silvi, tenor; Edgar Grout, bass.

For the Willan cantata, "The Mystery of Christmas":

Nancy Killcup, soprano; David Weaver, baritone.

Accompanists will again be Mary Bowditch, organ, and Walter Rockwood, piano.

Champions

Two beautiful trophies have just been received, awarded to the Bird & Son Softball Team for winning the championships of both leagues in which they participated last summer. One is for the championship of the Norwood Industrial Softball League, donated by the Town Square Hardware; the other is for winning the Round Robin Tournament in Norfolk County and it was donated by the Norfolk County Trust Company. Congratulations to Chairman Nick Ferrara, Captain Tappy Venterosa and their championship team!

Men's Bowling

Salvatore Jennette holds the high single string record of 134, leading by only one pin! Joseph Purpura is the three string man with the record of 357.

DF team leads the league in the 7th week. FBM is a close second. The five individuals with highest standings as of November 3 are: Earle Higgins, FFR, 107.7; Joseph Purpura, FBM, 105; Antion LaSalvia, DF, 101.6; Lil Petroni, EM, 101.2; Moe Bader, EM, 100.2.

Girl's Bowling

Doris Reardon and Louise Conti are at present tied for the high single record of 109. Jennie Mike leads on the three string list with 305.

Team standings are:

No. 6	.850
No. 5	.700
No. 3	.500
No. 4	.500
No. 1	.300
No. 2	.150

The five top individuals are: Jennie Mike, No. 5, 90.0; Doris Reardon, No. 1, 89.6; Louise Conti, No. 5, 85.9; Helen DeSavage, No. 3, 85.2; Ann Cavanaugh, No. 2, 84.7.

MASSACHUSETTS PROPERTY TAXES HIGHER THAN EVER

Did you notice an increase in your property tax this year?

You probably did because the rate is up again for Walpole, Norwood and most nearby towns.

	<u>1956</u>	<u>1957</u>	<u>1958</u>
Norwood	\$51.00	\$56.00	\$60.00
Walpole	57.60	59.00	63.00
Dedham	52.60	54.60	58.80

The Sharon rate is up \$2.50 from last year but lower than two years ago. Medfield, an exception to most towns, has a lower rate than in either of the past two years.

Total property taxes in the state are now up from \$566 millions in 1957 to \$623 millions this year. \$15 millions of the increase is due to sharp increases in State assessments for County, District, MTA and other purposes coupled with a drop in estimated distributions of State collected revenues to the towns and cities. The rest of the \$39 million increase is due to rising debt costs, higher pension costs, higher prices, salary increases and new jobs.

Here is how we stand in comparison with the nation as a whole:

Per Capita Property Taxes

	<u>Mass.</u>	<u>U.S.</u>
1946	\$54.00	\$33.00
1952	86.00	53.00
1957	117.00	70.00

There is no easy way to bring real estate taxes down. They will continue to rise as long as we, the voters, demand from the state and our towns and cities more and more public services. They will go down only when we, the citizens, find ways to reduce public spending. Right now other states are doing a better job than we, as shown by the per capita comparison above.

RECENT LEGISLATION IN MASSACHUSETTS

Two significant bills were passed in the closing sessions of the Massachusetts Legislature:

1. UNEMPLOYMENT COMPENSATION: Individuals who quit their jobs were formerly barred from collecting benefits until after working at least 4 weeks in covered employment and then being laid off. Now they can collect unemployment compensation after a period of 4 to 10 weeks under a new change in the law. The only requirement is the waiting period determined by the Director of the Division of Employment Security. This is a return to a former provision of the law that was costly to industry and permitted many abuses.

Here is an example of legislation which increases costs for employers and makes it more difficult to operate in Massachusetts than in some other states. All costs of unemployment insurance are paid by taxes on industry. Employees pay nothing.

2. WORKMEN'S COMPENSATION: Weekly benefits for individuals entitled to compensation were increased to a maximum of \$40 from the first week. They were formerly \$35 for the first 13 weeks and \$40 thereafter. Total benefits for partial disability were also increased from \$10,000 to \$12,000. These increases will add over \$1.8 million to present annual premium costs for the industries of Massachusetts.

(over)

Top of the News

Main Office

George Stockman of the Sales Promotion Department left at the end of October for Cleveland to assume new duties as director of advertising for East Ohio Gas Company.

Eleanor Garland, former assistant editor for the Review, began her new duties on October 27 as editor of *CONTACT*, employee magazine, and assistant in the Public Relations Department of the National Life Insurance Co. at Montpelier, Vt.

Loretta Simpson of Roofing Sales is sporting a new diamond. The lucky man is John Elliott.

Roofing Sales extends a warm welcome to Nancy Fleck Curtis. She used to work for us before her marriage and has recently been living in Buffalo, N. Y.

On October 28 the George Dustys welcomed a new member of the family, James, who weighed in at 5 lbs. 11 oz. George works in Development Engineering. His wife, Harriet, formerly worked at the Research Laboratory.

Arthur and Lillian Mellin recently had dinner aboard the U.S.S. Leyte. Their son, Richard, just made Commander, is now on sea duty with the aircraft carrier as a helicopter pilot. During the course of its maneuvers the Leyte put in at Quonset Point. Arthur and his wife and daughter were invited to tour the ship and dine in the officers' wardroom.

Roger Anderson saw "The Flower Drum Song" in the company of the famous Gene Kelly, director for the long-sold-out Rodgers-Hammerstein show. It happened this way: The Andersons and another couple found themselves occupying the aisle seats in the last row of the theater. An usher approached them, asking if the ladies would mind moving to better seats because the two nearest the aisle were wanted for Mr. Kelly. After the ladies had moved and the theater was dark, Gene Kelly and his secretary slipped into the vacant seats. They watched every move on the stage, making whispered comments and writing notes. Several times Richard Rodgers, the composer, joined them to discuss a point.

The Lord Fox was the scene of two anniversary parties recently. On October 16 Phil Macchi, Flooring was given a testimonial dinner in honor of his 25th Bird & Son anniversary and presented with a transistor radio. At the office supervisors' dinner of November 5 Arthur Wilson, head of office stores, was saluted on his 40th. His friends gave him a fine watch, suitably inscribed.

No. 1 Box Shop

Paul and Mrs. Foley are receiving congratulations on the birth of a 10-lb. 2 oz. baby boy whom they have named Dennis. Paul works at the Shipping Department and lives in a newly purchased home in Islington. Earlier this year he succeeded in winning a seat on the Norwood Planning Board.

No. 2 Box Shop

Nader Kalliel has been elected Commandant of the Norfolk County Detachment of the Marine Corps League. The organization is made up of former Marines and Marines now in service who have had 90 or more consecutive days of service. The organization meets every second and fourth Tuesday in Norwood.

Recently Retired



Hugo Salomaa, first employee to retire under the total and permanent disability provisions of the Amended Retirement Plan.

He began work in 1923 in the Finishing Department of the Floor Covering Plant and worked there until stricken with polio in 1941. After partial recovery he was able to return in July, 1943 as an inspector in the Shell Department. When that department closed at the end of World War II, he was transferred to the Block Room. He has been unable to work since March, 1957.

Our best wishes go to Charles Ricker who was married September 12 at the Central Methodist Church, Brockton, to Beatrice Miller of Brockton. For their wedding trip the Rickers went to Alberta, B. C.

Our sympathy to Martin Saulen whose sister died recently and to Vaughan Allen who recently lost his wife.

Norwood Roofing

Priscilla MacKenzie is justly proud of her young sister, Lillian, who recently won the title of "Miss Teen Queen" at the Walpole Record Hop.

Charles Clarke, Foremen's Office, was re-elected president of the Medfield Historical Society, a post he has held for twelve years.

John Mattson, who retired from the Maintenance Dept. in 1954, and his wife Astrid celebrated their golden wedding anniversary at the Colonial Inn, Medfield, on October 10. Over 80 people attended the party which was in the form of a "This is Your Life" show, written by John's grandson, Robert, who used to work in the Beater Room, East Walpole. Director of Personnel John J. Murphy responded during the show for Bird & Son. The Mattsons have 10 living children, almost all of whom, along with many of the grandchildren, were present. Sons now working for this company include Harold of Roofing; Robert of Maintenance, and Henry of No. 1 Box Shop.

Chicago Plant

The last of the bachelors among the foremen leaves the state of single blessedness on November 15. Pete Cermak, assistant shipping department foreman has our best wishes as he takes the big step.

Anthony Christopher, president and Eddie Newman, chief steward, represented Local 7-170 at the recent national convention at Long Beach, California.

We welcome Ann Stupur, Irene Rogers and Ted Volz to the office and hope their stay is long and happy.

We extend sympathy to Levi Hosch whose mother recently passed away in Atlanta, Georgia and to Arthur Jones whose father died in Columbus, Ohio.

Shreveport Plant

We have several new faces in the office since recently hiring Joy Davis in Billing, Louise Barberousse in Sales and Walter Caldwell who will travel the West Texas territory. Also Robert E. Watts and Robert Brown have joined us as long-distance truck drivers. We are happy to have these new employees with us.

A number of our employees have joined the rank of "grandparent" in the past few weeks. Nona Cox's grandson was named Samuel Cox Maxey; Vivian Wilson's granddaughter was named Heather Christine Wilson and H. B. "Bo" Beauchamp's grandson was given the name of Robert Kent Beauchamp.

The opening day of Duck Season came in with a B-A-N-G. Bird & Son employees were well represented on the local lakes.

Suggestion Awards

(continued)

William Stewart, FBY	5
Charles Waterman, DPRE	10
Harold Widow, FFF	5
Clarence Young, FFG	10

More than 150 suggestions have been entered since the first of October for the turkey drawing. This does not include those from the outside plants which will probably swell the number to 200 by the time the contest ends on November 15.

Deaths

WILLIAM E. ANGUS, retired in 1949 from Norwood Roofing Maintenance, died suddenly on October 26. He was 77 and had worked for Bird & Son from 1933 until his retirement. Surviving him are his daughter Mrs. Paul (Jean) Knight of Rehoboth, his son, Harry of East Walpole Maintenance, seven grandchildren and three brothers: Harry of Maine and Clarence and Walter of Walpole.

JOSEPH POPKA, Floor Covering Plant, died in Revere on November 3 after a long illness. He started with Bird & Son in August, 1928 and worked his whole time on various jobs in the Floor Covering Finishing Department. He became seriously ill in March, and was 63 years old when he died. There are no near relatives surviving him.

WILLIAM P. MCGRATH, retired from No. 1 Box Shop, died at his home in Norwood on November 5 at the age of 71. He had worked in the Solid Fibre Finishing Department of No. 1 Box Shop from 1938 until retirement in August, 1954. He is survived by his wife, Mary; two daughters, Mrs. Norma Ashley of Hartford and Mrs. Barbara Nelson of Roslindale; and three sisters.

"Kill the Umpire!"

We can't take credit for this, but here's the best explanation we've yet seen of the economic rules which every company, large or small, has to live by.

First, let us look at the picture on company income. A company buys materials, supplies, fuel and power, and by its manufacturing processes it turns those things into saleable products which its customers purchase and for which they pay the company certain sums of money. The difference between the amount of money the company pays for materials, supplies, fuel and power and the amount of money it receives from the sale of its products absolutely determines and limits the amount of money it has left for distribution to all those who have claims against it.

Now, there are many claims against the money a company has left after it has paid for the materials, supplies, fuel and power it uses. But, among those claims there are six major ones that are constantly being thrust under the noses of those who manage the company —

1. The claim of labor . . . as represented by wages, salaries, and the cost of benefits such as pensions, insurance, vacation, holidays, etc.
2. The claim of capital . . . as represented by (a) stockholders who, out of their savings, put up money for plants and equipment and (b) bond holders or banks who loaned money to the company and have to get it back, with interest.
3. The claim of working capital . . . the cash and inventories the company needs to meet its payrolls, pay its bills, fill orders and keep operating while it is waiting for customers to pay their bills.
4. The claim of company security . . . as represented by plant modernization, the replacement of inefficient or out-dated tools or equipment, and by plant expansion; all for the purpose of keeping the company efficient and basically healthy and competitive on its costs.
5. The claim of competition . . . as represented by sales promotion and advertising, research and product development — all for the purpose of keeping the company competitive in the market and, thus, assuring it a continuing income.
6. The claim of government . . . as represented by Federal, state and local taxes. . . .

Here is the outstanding fact about these six claims against a company's income — because they are all necessary and interdependent claims, they are all equally important. Some people assert that this or that claim is more important than the others. They are only expressing their own opinions. Nobody has yet proved that any one of these claims is more important than the others.

The job of those who manage a company is to distribute the company's income among these six claims and, in the course of doing so, (a) try to keep each of the six satisfied, (b) try to strike a sound balance between the six claims, because if one gets too much another has to get too little, and (c) try to give each of the six claims a large enough share to enable it to keep up its strength in order that it may play its necessary part. All of which is a pretty difficult, a pretty ticklish job.

Under the circumstances, it is not surprising that now and then somebody thinks he has been short-changed and yells, "kill the umpire."

Reprinted from The Supervisors' Letter with their permission

In Full Swing

TRAINING courses are under way in all Massachusetts plants now, following the lull during the vacation period.

Biggest news is a class about to start in Mathematics, Blueprint Reading and Shop Theory for maintenance men.

Fifty-four men from three local mills have voluntarily signed on for this mid-winter course which starts November 19 and is being taught by Hank Mathieu, Training Manager. Classes meet every Wednesday evening on the second floor of the old office building.

A course in communications has resumed at the Floor Covering Plant.



E. Walpole, Mass.

Return postage guaranteed

At Norwood Roofing, the foremen have completed the policy manual course and are now studying communications. At the Main Mill two classes are in progress: one in materials handling by S. C. Traudt and one in Math for maintenance foremen.

Long Service List December

Listed below are those who will celebrate their 5th, 10th, 15th, etc. anniversaries in December.

Name	Year	Dept.	Years
Kenneth G. Rouillard	12-16-18	Paper Mill	40
Clyde A. Bennett	12-3-23	Floor Covering	35
Arthur D. Colburn	12-18-23	No. 1 Box Shop	35
Frank E. Paine	12-13-48	Superintendent Maintenance	10
PHILLIPSDALE			
Lester C. Turner	12-1-53		5
Oresto Conti	12-2-53		5
Charles E. Champlin, Jr.	12-7-53		5
SHREVEPORT			
Jackie L. Wise	12-20-48		10
GLENWOOD			
Carl I. Whatley	12-4-43		15

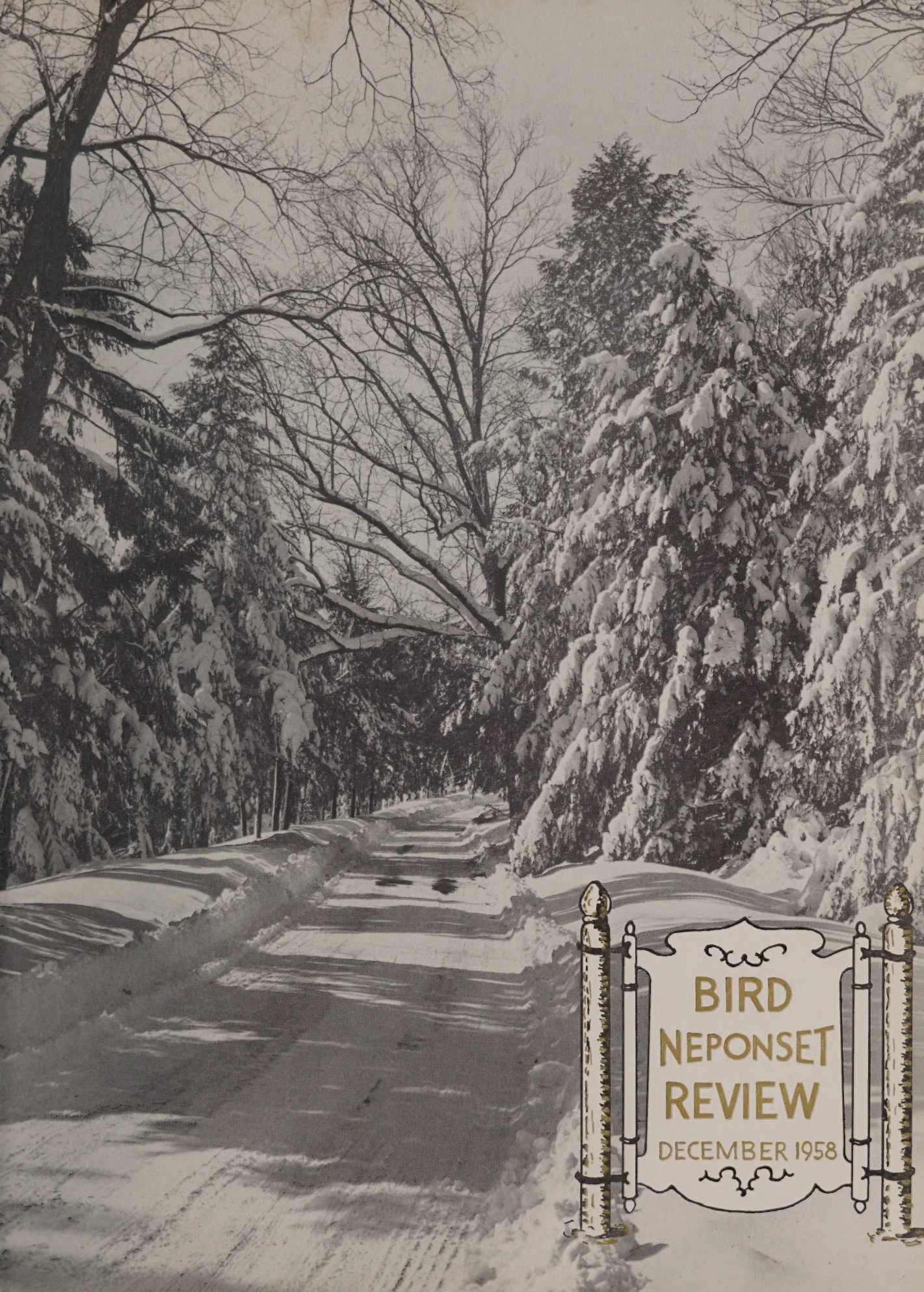
New Linoleum Design

TEMPO, the second new Bird Linoleum design to be brought out this year is just now being introduced to the floor covering market. Nothing like it has ever been offered before in Bird Linoleum.

Against a background of brown, gray or aquamarine tones are small squares and swirls of silver or golden metallic material. A product of Bird research, and produced in the linoleum department of the Norwood Floor Covering Plant, it promises to be a very popular design. It is on display in the main office display room for all to see.

The introduction of two new designs in a year has resulted in a very good volume of business for linoleum. We anticipate continuing good volume both through our regular floor covering channels and in the mobile home sales handled by the Industrial Division.

BULK RATE
U. S. POSTAGE
PAID
East Walpole, Mass.
Permit No. 1



**BIRD
NEPONSET
REVIEW**

DECEMBER 1958

BIRD QUALITY PRODUCTS

BUILDING MATERIALS DIVISION

BIRD ASPHALT SHINGLES

King Tab * Architect *
Wind Seal * Shingles
No. 21 Master-Bilt * Thick Butt
(Weather-Tex * or Plain)
Standard Twin Lock *
Double Coverage Twin Lock *
Super Thick Butts

Super-Bilt
Western-Bilt
Giant Individual Dutch Lap
Copper Clipt * Shingles
Tri-Tab Hex Shingles
(Weather-Tex * or Plain)
Loc-Set Shingles

BIRD ROLL ROOFINGS

Proslate * Roofing for Concealed Nailing
Ranch Roof *
Hex Butt Roofing
Art Edge Roofing Weather-Tex *
for Concealed Nailing
90# Mineral Surfaced Roofing
Mineral Surfaced Strips

Neponset * Cap Sheet
Paroid * Roofing
Old Reliable Roofing
Waterdyke Roofing
Black Back Roofing
Universal Cap Sheet
Base Sheet

BIRD ASPHALT SIDINGS

Striated Siding Shingles
Backer Board
Roll Siding — Bric or Shingle Designs

BIRD INSULATING SIDING

(Panels — Corner Trim)
Bric Plantation Stone * Cypress Grain

BIRD BUILDING PAPERS

Asphalt Saturated Felt
Tar Saturated Felt
Asphalt Slater's Felt
Rosin Sized Sheathing Paper
Neponset * Black Vapor Barrier
Deadening Felt

BIRD REFLECTIVE INSULATION

Silvercote † Products
Duplex
Simplex
Sheathing Liner

BIRD ROOFING ASPHALT BIRD ROOFING PITCH

BIRD COATINGS AND CEMENTS

Asphalt Liquid Roof Coating
Asphalt Plastic Cement
Special Flashing Cement
Wind Seal Cement
Asphalt Quick-Set Cement

Foundation Coating
Asphalt Lap Cement
Asphalt Primer
Mineral Granules
Neponset * Cold Cement

INDUSTRIAL DIVISION

Bird Tie Pads
Bird Aluminum Coating

Bird Pile Caps
Bird Rubberlike *

Bird Rubberized Tie Coating
Bird Linoleum and Tile

Bird Tie Caulk

FLOOR COVERING DIVISION

Bird Super Vinyl Floor Covering
Bird Super Vinyl Rugs
Bird Vinyl Counter Cover
Bird Vinyl Wall Covering
Bird Super Grade Rugs and Yard Goods

Bird Linoleum
Texture — Speckle — Tempo
Bird Linoleum Tile
Texture — Speckle — Tempo
Bird Quality Grade Rugs

Bird Rug Border
Bird Economy Rug Border
Bird Rubberlike * Floor Runner
Bird Rubberlike * Stair Treads
Bird Lining Felts

PAPER PRODUCTS DIVISION

FIBRE BOX DIVISION

Solid Fibre Shipping Cases
Corrugated Fibre Shipping Cases
Cleated Fibre Shipping Cases
Weatherproof Solid Fibre Shipping Cases
Weatherproof Corrugated Fibre Shipping Cases
Reel Wraps
Fibre Lacquer

HORTICULTURAL DIVISION

Neponset * Red Flower Pots
Tom Thumb * Flats
Vita-Band * Plant Bands
Perennial Pots *
Gro-Tainers *
Vita-Pots
Vita-Green Pots
Peat Pots

CARTON DIVISION

Bird Reinforced Shoe Cartons,
Plain and Printed

SPECIAL PAPERS DIVISION

Wedgie Board
Filter Paper for Industrial Filtration
Lined Board
Dry and Saturated Papers for Special Uses
Utility Boxes
Textile Tubes
Tubes for Special Purposes

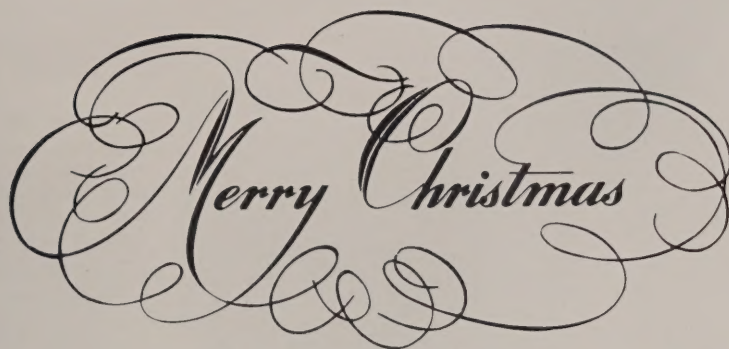
Platform Board
Base Wad
Single and Pasted Chipboard
Special Boxes
Innersole Board
Convolute and Spiral Tube Chipboard

* Trade Mark Registered U. S. Patent Office

† Trade Mark Registered U. S. Patent Office by Silvercote Products, Inc.

ON THE COVER

First snowfall of last winter created this Christmas card effect at the entrance of the driveway leading to the new Main Office. Photo by Pierce, art work by Philip Macchi, Chief Designer, Floor Covering Plant.

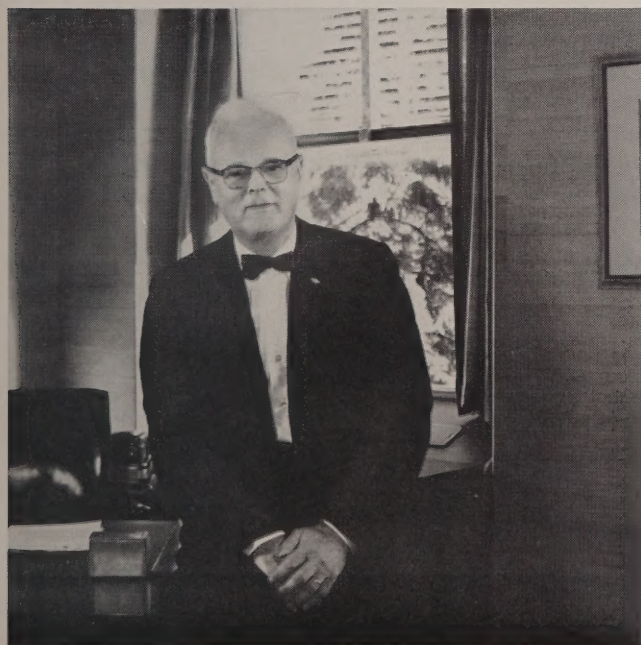


AS the holiday season approaches, we extend to all business friends, employees and stockholders our sincere wishes for a joyous Christmas.

The year just ending has brought a good volume of business in all our divisions. At mid-year we began to notice the trend, a healthy increase following the poor business which resulted from the general recession in the early months of the year. Unfortunately, however, prices of many of our products were

below normal levels for most of the year. Thus, our total operations do not show as satisfactory results as we had hoped for.

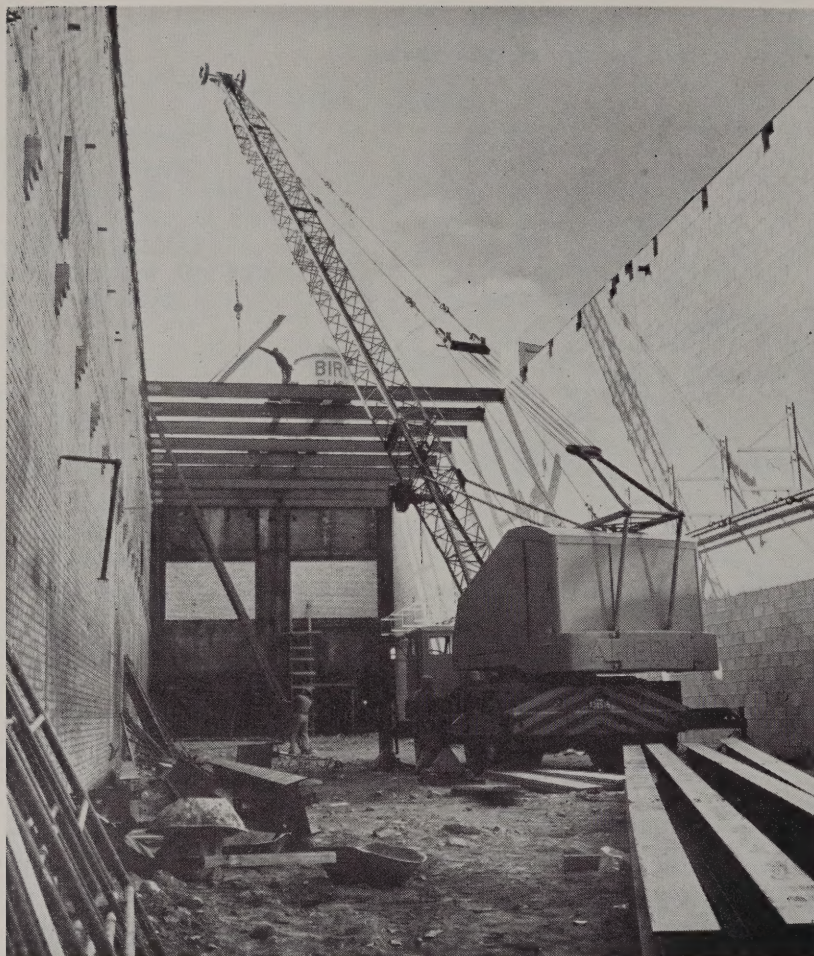
New products — Super Vinyl floor covering and Termibar, to mention only two — are helping to bring us new business. Our program of modernization at the Floor Covering Plant is proceeding on schedule. This will open for the company and its floor covering distributors and dealers the tremendous Vinyl market which we have just started to tap.



We welcome a new subsidiary in the Paper Products Division, the George W. Dinsmoor Company of Lawrence. The acquisition should be a favorable one for all concerned.

We endorse the general feeling of optimism which is spreading across the country and believe 1959 will be a much better year for business than 1958 has been. We look forward to another year of pleasant business association with all of you and wish you a most Happy and Prosperous New Year!

President



GIANT ARM lifts steel girders into place to form the new roof for the curing section of the new rotary unit at the Norwood Floor Covering Plant. This part of the project will be ready in the early spring. Completion of the entire unit is scheduled for August.

\$3,000,000 Unit

*Now being built to manufacture
newest Floor Covering—Bird Super Vinyl*

NOT for a generation has the Floor Covering Plant had such a face lifting as the one which started last summer. Ovens that had been used for over forty years to produce millions of yards of felt base Bird floor coverings were ripped out completely. Only the shell of the original building was kept. In addition, other sections of the long building on the west of the mill driveway are now being wholly rebuilt. The result — to be fully accomplished next summer — a \$3,000,000 unit, all new, to produce Bird Super Vinyl in widths up to 12 feet (16/4, as it is called in the trade).

Bird Super Vinyl, made now in 9 foot widths on our present rotary equipment, has revolutionized sales and production plans for the future. Developed in the Bird Research Laboratory, this product was introduced early in 1958. Its satin-smooth finish and

tremendous pattern and color variations put it far ahead of any other medium-priced flooring we have ever produced. It sells faster than we can make it. Meanwhile, sales of enamel surfaced floor coverings which once led in popularity have dropped sharply. Customers are really the individuals who decide what we shall make, what our distributors and dealers shall sell; and their vote is overwhelmingly for the new Super Vinyl.

Meeting this new trend in buying, Bird has now embarked on this huge program of plant modernization to give Mrs. America what she wants in floor covering in the quantity, the width, the patterns and the colors she demands.

The new unit will do all this. The completed production line will stretch for over 600 feet through buildings that used to house flat bed printing equip-



BOOSTERAMA IN NEEDHAM. This complete display of Bird floor covering products in the Bigelow and Dowse showroom in Needham's Industrial Park, near Boston, is typical of the many similar shows held across the country. Bigelow and Dowse is one of our two Boston distributors. Considerable business is written at Boosterama shows and the impact carries over for many months afterward.

ment, the block room, ovens and finishing department. The removal of the No. 3 oven last summer was impressive to watch. As the picture shows, only the shell of the building was left. Into this area is now being built an amazing network of ducts and conveyors extending for 200 feet. This curing section will be ready before spring. It will immediately permit faster production on our present rotary machine, providing more yardage and more variety of patterns for the 1959 market in 12/4 and 8/4 widths (9 foot and 6 foot).

Many Building Changes

At the same time, other sections of the building are undergoing complete alteration to house the units of the new 16/4 rotary machine. Thousands of feet of wiring and steam and sprinkler piping are being relocated. The block room, the photography room and a large area of the finishing room must be entirely changed to make room for loopers and for the new finishing section. Some wiring and piping must be relocated twice — once to a temporary location to allow present production to go on, and again to the permanent location in the new machine room.

The Vappi Construction Company is working against time to close in the new building before cold weather. This will be accomplished before this issue of the Review is mailed out (early December). An additional problem which worried all the engineers during late August and September was the constant threat of a hurricane or flood. The walls of the building 40 feet high and running about 200 feet had to be left standing with a minimum of support until the building could be roofed over.

All of the equipment is being designed by Bird engineers — both those at the Floor Covering Plant and those in the Development Engineering Department. The work of completing the design of the 16/4 print units is under the direction of Earle Crawford who designed and built our present unit.

Completion Date — Summer, 1959

As far as possible the building changes and the machine installations are being done by Bird & Son mechanics. Much of the machinery is being built at the Bird Machine Company, South Walpole. The completion date is set for late summer, 1959, but some of the equipment such as the curing section will be producing long before that.

(Continued next page)

New Linoleum Designs

There is other news in the Floor Covering Division, too. The popular Texture design in linoleum has sold in large quantities, both in tile and yard goods. There are 18 beautiful colors or designs, both strong colors and pastels, to suit every possible use in modern home decoration. Late in the spring a new linoleum pattern, Speckle, was successfully introduced in eight popular colors.

During the late fall a glamorous metallic linoleum design was added to the line. It is a first in the popular-priced household weight linoleum field and is called Tempo. For 1959 it promises extra volume of business and more prestige for the whole line of Bird linoleum. Both Speckle and Tempo are products of Bird research this year.

Bird Super Vinyl in widths up to 9 feet was offered this year in 10 patterns and 46 colors, 36 of them new. And finally, the customer looking for inexpensive enamel surface floor covering, but still the best on the market for the price, could find a wide selection of patterns and colors in Bird Super Grade Rugs, Seamless Floors and Quality Rugs.

Since our expanded program of pre-testing started about a year and a half ago, we have developed many outstanding designs and colors. Every pattern in our floor covering line is selling in good volume. Boosterama meetings this fall have been more successful than ever in bringing in additional business. Distributors tell us this success is due to a large degree to our outstanding designs such as Masquerade, Onyx, Tracery, Ruftex and Constellation in Super Vinyl and Speckle in Linoleum. These were all carefully pre-tested at meetings across the country. Out of hundreds of designs and colors, both ours and our competitors', the present Bird designs received the most votes. Housewives, potential buyers of our products, did the balloting. Actual sales have since proved that the tests were accurate.

Pretesting will continue in 1959 to give us the best possible line in our expanding Super Vinyl production.

Specialty products produced and sold in this division included Bird Vinyl Wall Covering, Vinyl Counter Cover and Rug Border, all produced on the rotary equipment; and Bird Rubberlike runner for halls, passageways and other heavy-duty traffic areas. Color chip Rubberlike, in red and green, first introduced late in 1957, has been a popular product and will continue.

Distributors Added

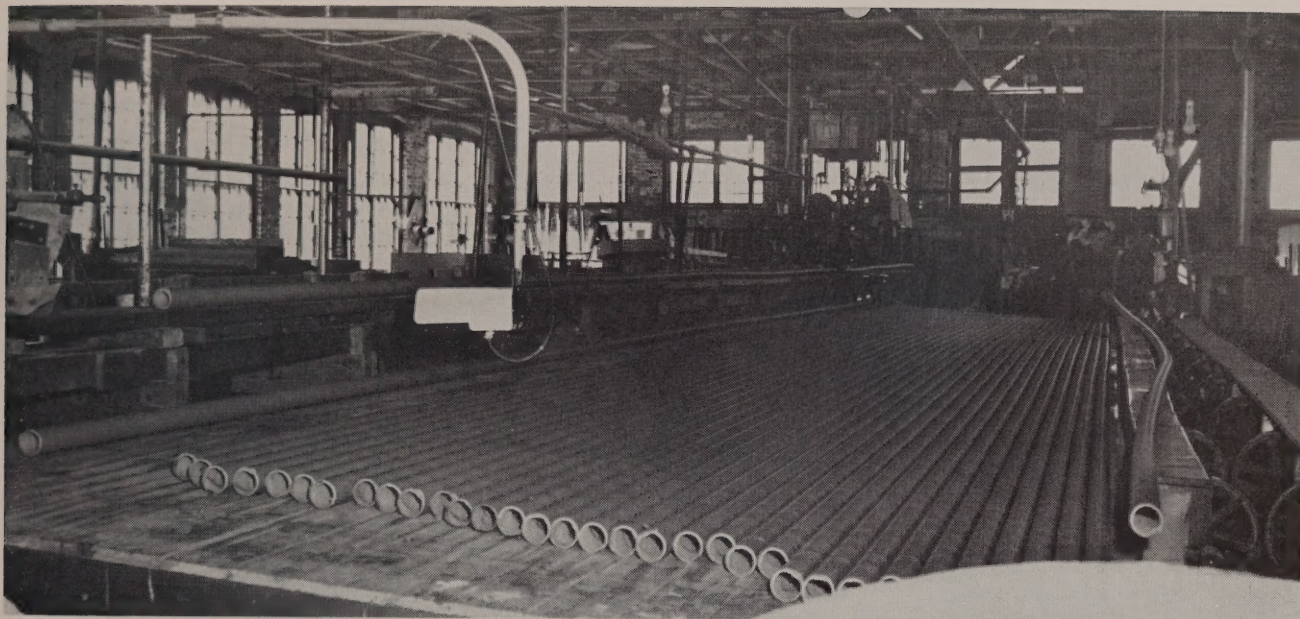
During 1958, twenty-four new distributors were added. These accounts, spread across the country, have opened up many new retail outlets for Bird floor coverings. What attracts them to the Bird line? Without exception they tell us it is the new Bird Super Vinyl with its excellent sales possibilities.

To promote Bird Floor Coverings and sell Bird products to the consumer, both television and national magazine advertising were used. We hit the spring and early summer markets with effective advertising on the morning Dave Garroway Show and the late evening, very popular Jack Paar Show. Advertising in the "Saturday Evening Post" started in the spring and continued through August. These national magazine advertisements were split page and tied in both Bird floor coverings and Bird roofings, showing the use of one to enhance the inside of the home and the other to protect and beautify the outside.

Boosterama Shows

Boosterama shows have displayed the full line to dealers and their salesmen this year in seven cities. These dramatic shows first introduced by Bird several years ago are still proving effective. Dealers and their salesmen often see for the first time the entire Bird line. The beauty and variety of patterns, the sales appeal of the line are dramatically emphasized in this big show. As a result, much business is written at the show, and what is more significant, the effects carry on for months, through the enthusiasm of the dealers and their salesmen. Getting a new appreciation of Bird floor coverings, they sell them more effectively to the general public.

How about 1959? It looks very promising. As each month of the new year passes, we shall be increasing our production of Super Vinyl — more yardage, more patterns. Then in the fall the new 16/4 widths will become available. With a \$3 million investment, you can be sure that the entire Bird floor covering organization, management, sales, service departments and production, will be doing their utmost to help that investment pay off. We are confident that it will provide a highly-saleable, profitable product for Bird & Son and its dealers, thus bringing about a new era of job security in our floor covering operation. There will be problems and difficulties. But we have the product and we will soon have the equipment. Next year looks like a good year for those who make or sell Bird quality floor coverings.



TUBES BY THE YARD. Machines at the George W. Dinsmoor Company, Bird & Son's newest subsidiary, turn out miles of spiral tubes in a variety of sizes. Each length in this

picture is about forty-five feet. An operator at the right in the distance is whipping a tube into position at the saw for cutting into five foot lengths for a cloth manufacturer.

Purchase of Tube and Core Plant and
Development of New Uses for Containers Spell

Progress in Paper Division

OVER Fibre Box Sales Manager, H. R. Bonnyman's office door hangs a sign "Circulate in '58." Good advice for any salesman, any time, but especially appropriate this year.

By following this advice and applying shoe leather first to accelerator pedals and then to pavements, Bird Paper Products Division salesmen made the most of all the business opportunities in New England this year. Both the opportunities and the sales results improved as business in late spring began to recover from the low levels of last winter.

The 1958 sales program for the Fibre Box Division worked on two time tested principles. First, we sold our regular line of shipping cases, offering our hundreds of good customers our best in quality, production and service.

Second, we continually developed new uses for fibreboard and new markets for our present products. For instance, take the Beverage Case which we began selling in quantity a year or two ago. This business has constantly increased as we have sold new customers both the returnable solid fibre Beverage Case and the corrugated case for beverages in cans. Our

proximity to the large plant of American Can Company on nearby Route 128 has enabled us to offer quick delivery. Bird cases are shipped to the plant where the cans are made, packed with empty cans and sent along to the beverage maker. Here the cans are filled and packed again in the same Bird container for shipment to the customer.

Solid Fibre Items

For customers who want the extra strength provided by solid fibre, Bird maintains its line of solid fibre containers and specialties which meet difficult shipping specifications. There is the returnable Beverage Case for one, the manufacturer's Tote Box for another. This Tote Box is an open case with or without cleats on the bottom used to carry small items along a conveyor line or by hand or truck from one manufacturing area to another. Drug suppliers and others carry supplies of small articles in Bird Tote Boxes to replenish racks of tooth paste, cosmetics, etc. in super markets.

Another solid fibre item is the Fibre Pal — a sturdy expendable solid fibre pallet for shipping unit



OFFICE of George W. Dinsmoor Company in downtown Lawrence, Mass. Left to right John Robinson, Production Manager, Fred Winters, Office Manager, and Donald Beck, Clerk. The office of Robert A. Watters, General Manager, is at the rear of the picture.

NEW SILO installed this year at Shreveport to store wood flour used in making roofing felt.



loads. Its chief use is for bagged materials. The bags, stuck lightly to the pallet and to each other with adhesive, travel safely in units of 24, 36 or even more bags to a load. Fork trucks at the shipping point and at the destination handle these large loads quickly and save hours of back-breaking labor. Fibre Pals are being used for fibre box shipments, too, wherever the manufacturer and the customer have the fork truck equipment.

Buys Dinsmoor

Expanding its paper products line to a new field, Bird & Son purchased in September the George W. Dinsmoor Company of Lawrence, Mass. This 60 year old tube and cloth board manufacturer will continue to operate under its own name, using Bird paper made at East Walpole. Their customers are and will be manufacturers, mainly textile, who use the cores for winding cloth and other materials, tubes for packaging and laminated board for everything from shirts to bolts of cloth. One large customer for tubes and cores is the new owner, Bird & Son, inc.

At Dinsmoor, paper is laminated in sizes up to eight sheets in thickness. There is a fully automatic machine for making convolute tubes (tubes in which the paper is wound straight as in a roll of waxed paper and the convolutions sealed with adhesive) and several machines for making the more common spiral tubes and cores in sizes from one inch to big ones of over eleven inches in diameter.

Bird fibre box salesmen have already added these Dinsmoor products to their Bird line. Many Bird customers are already users or potential users of tubes,

cores and laminated board. The purchase of Dinsmoor has opened up a new outlet for paper manufactured at East Walpole and a new and worth while addition to our line of paper products.

Customers who buy Bird shoe cartons or the dozen or more special paper items always insist upon the highest of quality and the best of service. Both of these Bird strives to provide in a high measure year after year. Customers who have been on our books for several decades are proof that we have succeeded. Through improved manufacturing techniques, as well as constant improvements in service, Bird will continue its best efforts to satisfy these good regular customers and to add new customers as well.

horticultural products

The year just ending has been a good one for the Horticultural Division. Do-it-yourself garden enthusiasts have sent the home garden sales market skyrocketing to a \$1,500,000,000 annual business.

Bird has tapped its share of this business in the Eastern, Mid-western and Southeastern areas. Standard items like Bird Vita-Bands, Vita Pots and the always popular Red Flower Pots have been our meat and potatoes business. Sales of molded Peat Pots, a product introduced last year, are building up well. Greenhouse operators recognize the advantages of starting young plants in these pots, later transplanting the plant and the pot to another growing area where the pot disintegrates. There is no transplanting shock, no interruption of plant growth.

Next year Bird Horticultural Products will hit the Do-It-Yourself market through sales of retail packages of Vita-Green Pots, the square Peat Pot and Cut Worm Protectors. Starting in early spring the home gardener can buy these handy aids to good gardening at his favorite roadside nursery stand as well as at hardware stores, supermarkets, and other chain store outlets. Square Peat Pots incidentally are new, just introduced this fall. The pot has a wide square base, making it less likely to tip when being moved or when plants are watered. Square pots also provide more soil area for root growth.

With new products of our own, plus the new products of the Dinsmoor line and the added manufacturing unit, Bird has more to offer its customers in 1959 than ever before. Economists predict good business next year. The Bird Paper and Felt Division is ready for it. We look forward to serving our customers well in 1959 so that they in turn may please their customers with shipments of their products protected by Bird quality containers.



SWEETS FOR CHRISTMAS. Weighing the boxes of fragile ribbon candy is one of the final processes at Sevigny's Candy, Inc., Hanover, Mass. Behind Miss Ribbon Candy are Bird fibre cases in which the one pound candy boxes will be packed in lots of twelve, after which the case is dipped in paraffin to preserve freshness. Delivery is made in Sevigny's own trucks to insure careful handling right to their customer's door.

HEALTHY SEEDLINGS have sales appeal when offered in Bird Gro-Tainers. Molded of durable fibre, these flats are just the right size for growing and selling six or twelve young plants at one time. They are used extensively by commercial growers.





PITTSBURGH'S FINEST.
A village of model homes, Home-O-Rama, was opened to the public last July. Twenty-two of the 25 houses in this million dollar show had BIRD roofs. Master-Bilt and Wind Seal Shingles were both featured.

Both New and Old Products in
Building Materials Division

Bring Good Volume

MOST roofing dealers and applicators would agree, we believe, that 1958 has been a year in which the volume of business was better than we had dared to expect. Early in the year new housing starts were much below normal so sales efforts were concentrated on the re-roofing and repair markets. Then in mid-year new house building began to pick up. The re-roofing business remained good, too. The result — some Bird products were sold in the largest volume ever. Unfortunately, all during the year until September 1, prices were at a very low level, making our manufacturing operations most unsatisfactory in spite of good volume.

Wind Seal Shingles

Bird Wind Seal Shingles have completely demonstrated their ability to protect no matter how hard the winds may blow. For homes in high wind areas they have become a must. It was Hurricane Helene striking fiercely at the Wilmington, North Carolina area which gave Bird Wind Seals their severest test this year. They withstood the blow just as effectively as Bird Wind Seal roofs in the Gulf area did last year (Hurricane Audrey).

By a strange coincidence it was in Charleston, South Carolina (about 100 miles from Wilmington) that Bird had staged a dramatic demonstration of Bird Wind Seals last spring. At the Charleston Airport two test roofs, one of them built of Bird Wind Seal Shingles were subjected to winds up to 94 miles an hour from a huge airplane engine. Water shot from fire hose was added to simulate driving rain. In this severe test Bird Wind Seals didn't budge. It was a good preview of what was to happen under actual hurricane conditions in September.

Architect Shingles

The Bird Architect Shingle is still the Cadillac of the industry. Imitated but never equalled, its beauty, massiveness and sturdiness make it the quality leader year after year. It is the ultimate in asphalt shingles and it looks the part too with its 18" tab and range of fine colors.

It has become especially popular for church roof construction. In Gary, Indiana during the past several years, there have been 16 new churches or church remodeling jobs. *Every one* of them used Bird King Tab Architect Shingles! That record is hard to equal,

but one town in North Carolina comes close — High Point has 10 Bird Architect roofs protecting churches in that city. Here is a fertile field for all who sell this superior shingle. It provides the right roof — one that will last for many years and at the same time afford the best in appearance.

Termibar

Bird research engineers have come up this year with a product which licks one of wood's more devastating enemies — the termite. The product is Termibar, a sheet of polyethelene plastic film combined with asphalt felt impregnated with Shell Chemical Corporation's amazing insecticide Dieldrin. Sheets of Bird Termibar applied under slab foundations or porch areas or in crawl spaces effectively prevent damage from termites or ants and shut out moisture. Dieldrin is one of the most effective and permanent insecticides known.

Although more active in the South, termites can attack in any area — before you see them the damage is done. Moisture attacks wood in all climates. Bird termibar repels both enemies. Home builders who want to play it safe use Bird Termibar always, figuring it is better to spend a few dollars and be safe than not to spend and be sorry. The trend today is definitely toward houses being built on concrete slab,

without cellar. About 70% of home construction last year was reported to be of this type. Here Bird Termibar is particularly effective. It is laid under the slab and in one simple operation sets up a barrier so that neither moisture nor insects can get through cracks or other imperfections in the slab. Here is a market just beginning to be tapped. Bird is prepared to help dealers everywhere develop this new and profitable business.

The year just ending has been one in which plant modernization programs of previous years have proven themselves. The modern equipment in all of our roofing plants has helped to maintain our volume and give the service customers have asked for. There have been no major modernization programs started this year, but in the Norwood Roofing Plant the renovation of No. 1 Roofing Machine was completed as originally scheduled. A new take-off section was installed and the tying machines relocated. This provides a much better working area, smoother operation, and a better package of our shingle products.

The new warehouse established in St. Louis a year ago has now been operating a full year. This is helping to give better service to our important mid-western market.

At Shreveport the new saturator and the new ware-

NEW TAKE OFF SECTION of No. 1 Roofing Machine, Norwood Plant, completed this year. This is the last unit of a two-year project in which the entire machine was rebuilt.

The conveyors in the foreground carry the shingle bundles to the relocated tying machines further down the room. The result — a smoother operation and better package.



Good Volume . . .

house which were completed a year ago have also proven their usefulness.

The substantial increase in volume in the building industry is continuing, although as usual we expect less business during the winter in the northern areas of the country.

Ford Roofing Customers Join Bird

When the Ford Roofing Products Company discontinued operations on September 30, the Ford management recommended the Bird building products line to its customers. Many of the former Ford customers have swung to Bird, still more are doing so even now. To expedite the move several members of the Ford organization have joined the Bird sales organization. In business for nearly 100 years, Ford in recent years has been a sales operation only, with customers in all the territories supplied by Bird.

Sales Promotional Aids

Samples are as necessary for selling as salt for soup. Bird has a 20" x 22" roofing color sample book just out that's new in the building materials industry. Replacing bulky, hard-to-handle shingle samples, this book shows all the top-selling colors in Bird King Tab Architect, Wind Seal and Master Bilt lines. Each of the over 25 panels are life-size in full color, but light as the paper they are printed on, easy to carry, easy to show.

This new sample book, plus the shingle merchandiser provide Bird dealers with the best selling tools in the industry. The shingle merchandiser you've known about before. It's still the best display rack offered. In about three square feet of floor space 32 panels of actual shingle samples are displayed. Spin the rack right or left and the color you want to demonstrate to your customer is there before you.

For a permanent, eye-catching display — the Bird Merchandiser. For a light, easy-to-handle movable display, the big new sample book.

National Advertising

Sharing the national advertising program spotlight with the Floor Covering Division, Bird Wind Seal Shingles were promoted both in the *Saturday Evening Post* and on television. During the spring, Bird commercials were carried on the Dave Garroway Show and the Jack Paar Show. The *Saturday Evening Post* advertising was split page — Bird Roofs shown protecting the exterior in one advertisement, and Bird Floor Coverings displayed inside the home on the opposite page. A number of builders took ad-

top rating

IN the advertising field there is no more envied position than a top Starch rating. The Bird ad in the June 21st issue made the No. 1 spot. Out of hundreds of ads appearing in that issue, including automobiles, appliances, paints, furniture and household goods, the Bird full-color floor covering advertisement, run in conjunction with a Bird roof ad on the opposite page, rated first on the list.

Starch ratings have been regarded for years as the best available. Trained interviewers call on thousands of Post subscribers and check them on recognition of the advertising. The trade mark, brand name and other identifying features are covered up and the subscriber is then asked to identify the product. It's an achievement to rank among the first ten. Our ratings climbed consistently this year, hitting the top of the list with the floor covering ad showing a little girl in a blue dress standing on a Bird Speckle Linoleum Tile floor and looking out the window at a bird feeding station.

vantage of the *Post's* Blue Ribbon Home promotion, selecting Bird roofs for one of their *Post*-advertised products. With this program, any builder using 25 or more products advertised in the *Post* reaped the benefits of a planned model home promotion designed to help him sell more homes.

For a very small charge, local dealers were able to tie in with our national television advertising. In a Telop (picture of a dealer's ad), the final 11 seconds of the Bird commercial told viewers where to buy Bird roofs locally.

Bird advertisements also appeared in the *American Lumberman*, the *American Builder* and *House and Home*. The spring and fall issues of *House Beautiful Building Manual*, *House and Garden Book of Building* and *New Homes Guide* each carried full-color advertisements. We believe Bird roofing materials have been the most heavily promoted products in the industry in the past eighteen months, a fact which compliments our roofing industry leadership.

The indications for the year ahead are very good. We are hopeful that the price situation which plagued us in 1958 will not be repeated and that 1959 may prove to be a profitable year for both Bird & Son and its many dealers across the country.



NEW OFFICE

IN May, 1958 the executive and home offices of the company were moved from scattered locations in several old buildings in East Walpole Square to this building. Its location is just across the Neponset River from the Paper Mill and box factories. The setting is a grove of evergreens and of oak and other deciduous trees on top of a hill which formed part of the estate of Mrs. F. W. Bird. A winding driveway leads up the hill from Washington Street; in front is a large lawn area and parking for visitors. A spacious parking area at the rear is for the work force.

Designed by Kenneth H. Rippen Company, Inc., office building architects of New York, the new structure is modern, fireproof, airconditioned and well lighted, both by large windows and recessed fluorescent lighting. Work areas are spacious with ample room for expansion.

The walls are painted with light, cheerful colors; the floors, of course, are Bird Linoleum. A public address system throughout the building is used for special announcements and over it background music is played at intervals during the day.

On the main floor, Sales offices are to the left of the main entrance and the Purchasing and Traffic departments to the right, with Personnel, Employment and the Credit Union in the wing at the left. Executive offices are on the top floor, right, Accounting and Credit departments occupying the rest of the floor and wing. The service departments are located on the lower ground level. Here too is an attractive cafeteria and a display room which is also used for meetings.

The building is owned by the New England Mutual Life Insurance Company. It was built to Bird & Son specifications and is being leased by Bird & Son.



MOBILE HOMES in attractive park villages like Forest Trailer Park, Park Ridge, Florida are sprouting all over the country. Many of them today have smart Bird floors which help beautify the interior and make housekeeping easy.

Industrial Division

*off to good start in
first year of operation*

THE Industrial Division of Bird & Son, inc. will be one year old on January 1, 1959. In its first year of existence this new division has —

- a. Taken on the sales of the Tie Pad division.
- b. Sold to industrial users half a dozen products produced in various Bird & Son manufacturing divisions. In this area, and concentrating on the industrial rather than the individual consumer market, the division has promoted widely the use of Bird Linoleum and Linoleum Tile for mobile homes, Bird Rubberlike for corridors and work areas in hospitals, factories, and large offices; and Bird Film Applicators and Vacuum Plates, two laboratory devices used for testing and comparing thin films of paint, enamel, and other similar materials.

More Bird Linoleum Used

The mobile home industry is one of the fastest growing in the country. Manufacturers of these homes on wheels like a flooring product that is durable, attractive, and easy to apply. Bird Linoleum and Linoleum Tile meet all these specifications. Our product is usually laid over the entire

floor area before partitions are put up. We have been able to assist the manufacturers in many ways. In some cases we have worked with them to cut the time required to lay the deck, as it is called. In others we have submitted full-color sketches of floor designs and colors. In a number of cases we have helped solve deck problems that have been costly to the entire mobile home industry. The number of coach manufacturers now using Bird flooring is growing beyond our expectations.

Bird Tie Pads

In addition to experiences on their own properties, railroad executives have an opportunity every 18 months to see what more Bird Self-Sealing Tie Pads can do for their companies in effecting enormous savings in cross, bridge and switch tie costs. This is at the exhibit in the Bird & Son booth displayed in connection with conventions of The American Railway Engineering Association, Bridge and Building Association and Road Masters of America. Here in March 1958, as in past years, railroad presidents, operating executives, engineers and supervisors were impressed with the savings which are ensured through the use of Bird Self-Sealing Tie Pads. When money is tight, as it has been in 1958, it is prudent to plan a program which will reduce tie costs at least as much as 50%. At the Bird booth in Chicago, hundreds of railroad men, over the years, have come, seen and been convinced when they examined ties

that had been in service, in track, as long as 16 years and were still in excellent condition because they had been protected against moisture in the vulnerable tie plate areas by Bird Self-Sealing Tie Pads.

The purchase of railway materials reflects, very closely, the state of business on the railroads. Tie pads are no exception. Since traffic on the railroads has been off this year, tie pad sales have also dropped. This is, however, a temporary condition. The Transportation Act of 1958, enacted by the 85th Congress, is the first step in ensuring a sound transportation policy. It will release the railroads from the restrictions which have retarded improvements to their properties and limited other expenditures. In view of this Act, the railroads will profit considerably and face the future with hope for further intelligent legislation demanded by an aroused and informed public and press.

It is expected that purchases from railroad suppliers in 1959 will at least reach the 1957 level. Capital expenditures will be up about 15% over 1958. This augurs well for Bird Self-Sealing Tie Pads — the pads which provide a durable and effective seal with the tie.

Bird Tie Pads are essential to the economic well being of all railroads whether large or small.

Bird Aluminum Coating

Introduced in 1958, Bird Aluminum Coating is beginning to sell in some volume. The important basic sales work has been done and in 1959 we expect good results from this product. Developed at the Norwood Roofing Laboratory and made at the Norwood Roofing Plant, this asphalt-aluminum coating can be painted on any surface where reflection of sun's rays is wanted. It is ideal for tops of trailer trucks, railroad cars, and mobile homes. We are promoting its use for farm buildings, tanks, bridges, guard rails, and literally thousands of other areas where it is effective in reflecting the blistering heat of mid-summer.

Other Products on the Way

The Industrial Division is preparing for a busy year ahead. Not only will regular products be sold vigorously, but as other new products for industrial use are developed in the Bird laboratories, they too will be promoted.

RESEARCH

WITHOUT research a company would die. In every one of the accompanying articles, you will read about new products or processes developed through Bird research.

Like an iceberg in polar waters, there's much more to any research program than what shows on the surface. Most of the activity, in fact, concerns plans and new products that can't be mentioned in print yet. But here is a quick run down of accomplishments that broke above the surface in 1958:

Bird Super Vinyl, introduced in March, will be the Floor Covering Division's chief product in future years.

Bird Speckle Linoleum

Bird Tempo Linoleum —

two new designs introduced this year.

Bird Termibar —

a polyethylene plastic film combined with felt which has been impregnated with Dieldrin, a powerful insecticide. Used in houses constructed on concrete slabs and in crawl spaces, this product shuts out moisture, termites and ants.

Bird Aluminum Coating —

developed at Norwood Roofing Laboratory and sold through the Industrial Division.

Patents issued to Bird & Son — 7

New applications for patents — 7

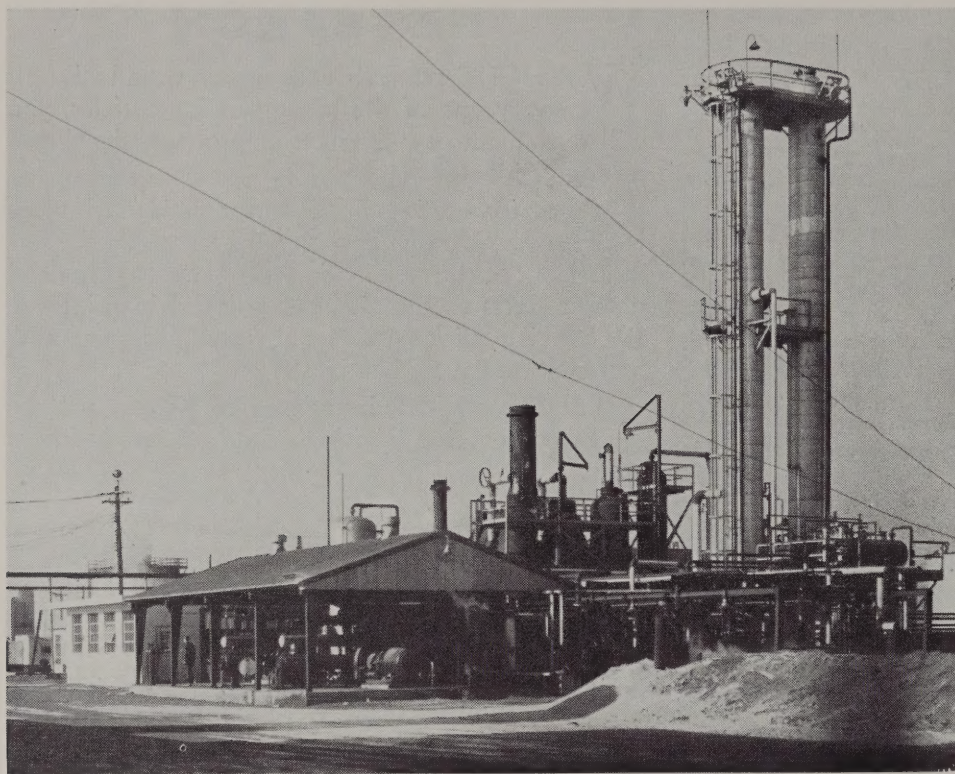
Trade marks registered, applied for or renewed — 8

Agreements signed — 4

These were arrangements with other companies either for them to use one of our processes under license, or vice versa.

STOP LOOKING — START SAVING admonishes the dollar bill sign at the Bird Tie Pad booth at Chicago's Coliseum last March. Actual cross sections of ties preserved by Bird Tie Pads were on display. Salesman Robert Carpenter is talking to the men in the center.





AT GARY, INDIANA these unitizing and platforming units provide the Berry Refining Company with facilities for producing gasolines from 89-octane to 100-octane, to meet competition in the Chicago area.

*New developments in
Products and Plant at*

Berry Refining Company

THE oil industry has been through one of its most difficult years. Inventories of most products were higher than at any previous time in history. Demand for many of the products was curtailed extensively because of the general slow down in business. Confronted with this set of conditions, Berry had to move rather rapidly to keep in the swim.

We improved the quality of our gasoline by both improved refining techniques and by the addition of the most recently improved additives manufactured by the Ethyl Corporation. Quality, grade for grade, determined by comparative tests, has been proved conclusively to be second to none in our area. We have further provided facilities to permit our customers to buy any grade of gasoline from 89-octane up to and including 100-octane. This addition has helped many of our customers to be more flexible during these very competitive times.

We have continued to improve the quality of our home burner oil. Our Hy-Test 303 home burner oil, cooperatively advertised from southwestern Michigan around southern Lake Michigan and up through Milwaukee, continues to win acceptance by more customers each month. Millions of gallons of this product will make home owners happier

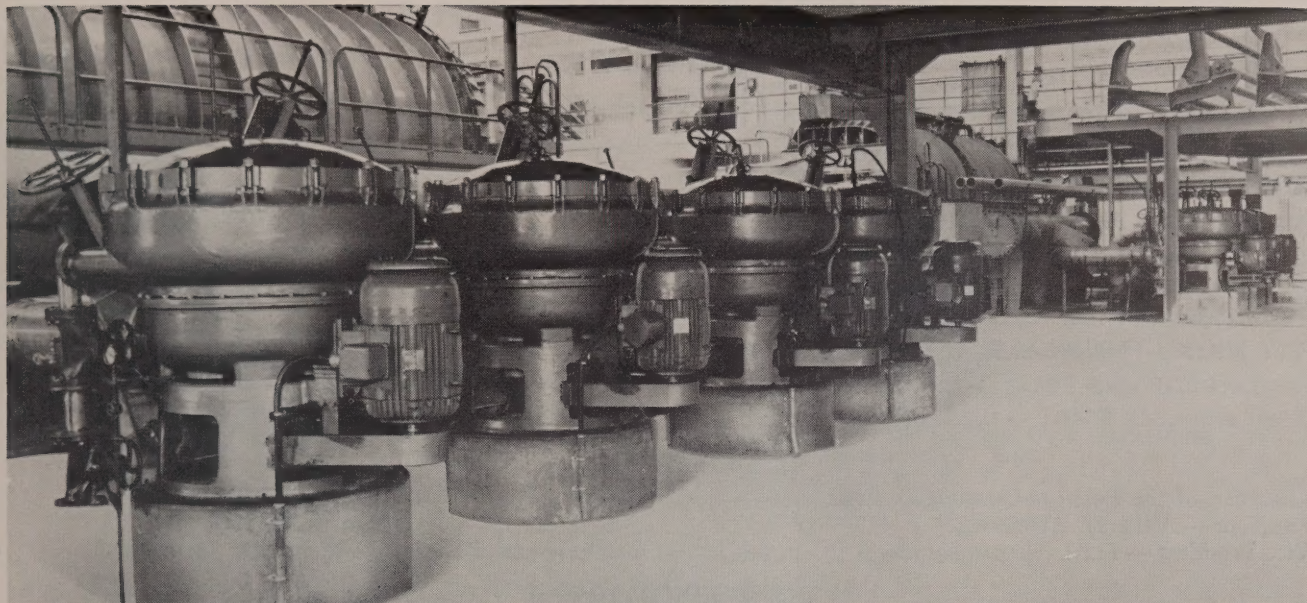
this year because of cleaner, more efficient combustion, and its attendant savings which are averaging 12% to 14%.

Cooperative Advertising Program

The cooperative advertising plan was a first in this area, and has been enthusiastically received by our customers. A new advertising agency, H. W. Kastor & Sons, has been successful in adding more zest to the campaign for the 1958-1959 heating season. Hy-Test Red, the "Wonder Fuel" dragon who carries the message about Hy-Test 303 Fuel Oil, is rapidly becoming a known character thru-out Michigan, Indiana, Illinois and Wisconsin.

Our asphalt facilities were also expanded this year. We provided several grades each of RC's, MC's and SC's (Rapid Cure, Medium Cure and Slow Cure resurfacing asphalts) to fulfill a demand on the part of our customers for a more complete line of products. As a result of these additions, we were also able to supply new customers. Sales of asphalt products increased and promise greater increases during 1959.

The refinery itself has been increased in capacity by 25%. This enables us to take care of our customers' requirements during peak demand periods. Along with this, loading rates were also increased. Other than quality of the product, we believe fast, efficient service to the customer is the prime objective, and in keeping with company policy we will continue to improve our loading operations.



NEW PRODUCTS MEAN NEW BUSINESS — pictured is an eloquent industry vote of confidence in the newest item of Bird Machinery, the Bird Centriscreen, developed jointly by Bird Machine Company and Canadian Ingersoll-Rand Company, Ltd. The seven Centriscreens in this picture are delivering better than *seven hundred tons* of cleaned newsprint stock per day to the huge paper machines of The Great Lakes Paper Company, Ltd., Toledo, Ontario. These Centriscreens were, therefore, built by Canadian Ingersoll-Rand. The four Centriscreens in the foreground feed JUPITER, the world's widest (342 inches) paper machine.

Progress Report

on Bird Machine Company

New products, new production equipment, expanded facilities keep the present busy and the future bright for our energetic South Walpole associates

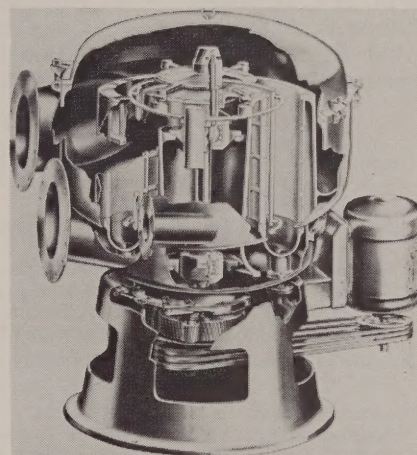
1958 marked what has been called the "capital goods recession." Bird Machinery certainly comes under the head of capital equipment. Yet, instead of pulling in its horns and riding out the recession, this Company has rolled up its sleeves and gone ahead full blast.

Take a look around the shop and you will see several big, new machine tools, new time and labor saving sand blasting equipment and automatic welding devices; in the office, the last word in IBM equipment for speedy and accurate accounting, cost and material control; and even newly acquired property, including a new building for housing purchasing, traffic and development operations and thus providing badly needed

space in the main building for expanding engineering and production needs.

Added to all that is Bird Machine's newly launched marine propeller business, via the Bird-Johnson Company, organized only last June and already showing signs of swift and substantial growth.

But to the users of Bird Machinery, the most interesting and convincing evidence of continuing progress is in the new things that Bird Machine is contributing to *their* prosperity and economy — machines such as the Bird Centriscreen (an almost overnight sensation in the paper industry), the new Bird Cycleans for automatic cleaning of pulp and paper stocks, the new Vickery Wet Felt Condi-



MODERN, high capacity, high efficiency screening of paper stock attains new standards of performance in this complex but rugged and dependable Bird Centriscreen. Months of expert engineering and field testing are behind this development, during which nearly seven hundred miles of Centriscreened paper were examined for cleanness.

tioner for paperboard, roofing and flooring, felt cylinder machines, and the new Bird-Humboldt Oscillating Centrifuge that is attracting so much favorable attention in the coal industry.

These and other current activities and developments add up to the prospect of a successful New Year — a year of steadily continuing advancement. Your friends and neighbors of South Walpole wish you the same!

BIRD & SON, inc.

Established 1795

East Walpole, Massachusetts, U. S. A.

BRANCH OFFICES: New York, Chicago, Shreveport, La., Charleston, S. C.

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(Continued on next page)

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BIRD NEPONSET REVIEW

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JOHN J. MURPHY, Adviser



